

# INDUSTRY AND OPPORTUNITY IN

# ITALY

Report of the  
United States  
Industrial  
Automation  
Mission to Italy,  
November 10-  
December 15,  
1962



# MISSION PERSONNEL



ROY F. GOOTENBERG

*Mission Director*

Director, U.S. Trade Missions Program, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C.



HENRY W. ARMSTRONG

Retired President, University Engineering Company, Short Beach, Connecticut.



F. DEAN BURNETT

Consultant, Leeds & Northrop, Philadelphia, Pennsylvania.



RAY C. ELLIS

Consultant and former Vice President, Raytheon Company, Lexington, Massachusetts.



EUGENE M. GRABBE

Senior Staff Consultant on Automation, Thompson Ramo Wooldrige, Inc., International Division, Canoga Park, California.



JOHN M. WALLACE

Manager, Sales Division, Worthan Textile Mills Corporation and Worthan Bag Corporation, New York, New York.



MARIO MOLINARI

*Trade Development Officer*

Commodity Industrial Specialist, Communications Industries Division, Business and Defense Services Administration, U.S. Department of Commerce, Washington, D.C.

COVER: A group of Government buildings in Rome, including the Ministry of Foreign Trade on the left.

# Industry and Opportunity In Italy

Report of the  
U.S. Industrial Automation  
Mission to  
Italy  
November 10-December 15, 1962

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF INTERNATIONAL COMMERCE  
TRADE MISSIONS DIVISION  
WASHINGTON 25, D.C.

For sale by the U.S. Department of Commerce, Washington 25, D.C., and its Field Offices  
Price 25 cents.





**TRADE MISSION IN ACTION:** Mission members toured 63 industrial plants, visiting 7 Italian cities. One of the plants inspected was the Finmeccanica factory in Naples where U.S. delegation reviewed machinery operation methods.

## MISSION REPORT

# Italy: courage regained

By ROY F. GOOTENBERG

Trade Mission Director

Because so much has been written about the dramatic post-war industrial resurgence of Italy and its acceleration in the past several years these reports attempt to avoid repetition. It should be noted, however, that Americans have shared in stimulating, and now in the satisfaction and pride surrounding, the modern Italian renaissance centered in its creative economy.



Roy Gootenberg

Indices of Italian growth deserve careful consideration by American businessmen:

- Gross national product rose 7% in 1960; 8% in 1961; leveling slightly to 5.5% in 1962 (at constant prices);
- Industrial production was up more than 9% in 1961; may be 11% greater in 1962;

- Exports in 1961 expanded 15%; imports 10%; equally significant rises in 1962 are predicted;
- Capital investment has soared to over 25% of the gross national product.

As a result of this dynamic momentum, Italy is considered, next to Japan, the fastest growing economy among the developed nations of the world. However, thoughtful Italians resent this industrial explosion being described as "the Italian miracle," despite the praise implied in the term. Fiat's Board of Directors, e.g., in its April 1962 Report cogently observes that the so-called miracle:

*"... is nothing but a narrowing of the gap between the level reached by Italy and that of the most advanced countries in Western Europe . . . During these past few years the country has shaken off its post-war inertia. It has regained courage and confidence, and rekindled its spirit of initiative and enterprise. However . . . it must not be overlooked that our per capita national income is still about half that of the French, English, German, Swiss, Belgian, and only one-fifth that of the United States . . ."*

## The American Mission

It was within this context that the United States Industrial Automation Mission to Italy in 1962 was planned and operated. Its aim was to assist and to learn from Italy's expansion, by widening channels of trade between these two developed but dynamic nations and between their business communities. The Mission focused on areas representing the greatest source of potential assistance to businessmen in both countries, i.e., industrial machinery, equipment and automation.

As a specialized Mission returning from an intensive five-week tour of seven Italian cities, the members are capable of reporting adequately within those selected fields in which the businessmen members are authorities. As a result, the following special analyses will essentially cover only advanced automation, instrumentation, electronics, machine tools, metallurgical equipment, packaging machinery, and air conditioning equipment. Included also are





special articles on licensing and joint ventures; the social wage structure of Italian industry; and business operation within a mixed economy.

Observations by the Mission members are the result of impressions gained during 804 individual consultations with business executives, in addition to 63 plant visits, and through conversations with several hundred other representative Italians. The Mission concentrated its efforts more on stimulating specific business arrangements than an overall market analysis. Therefore, the reports must be regarded primarily as selective samples rather than comprehensive coverage.

### Market manifestations

Opportunities brought to the Mission and propositions sought by Italian business included a wide variety of commodities, functions and services. Most of the discussions, due to the specialized theme of the Mission, centered on machinery and equipment.

Throughout the most significant discussions there was constantly expressed an interest in joint ventures and the licensing of American know-how. Thirty-four percent of the interviews discussed these techniques for U.S. participation in Italian growth. An equally important proportion (23%), offered to purchase directly from the U.S.; or to serve as agents

### About the author

*Mr. Gootenberg has been with the U.S. Government since 1952 successively as official of the International Division, Bureau of the Budget, Executive Office of the President; Office of the Special Assistant to the Secretary of State for International Education and Cultural Relations; and as Acting Director, Near East, for the Peace Corps. He was formerly production manager of Holbrooke Candies of New York City, and before 1952, instructor in Government at Harvard and Brandeis Universities.*

for the sale of American goods (28%). A sizeable group of Italians proposed to sell in the U.S. market (17%).

### Solid growth

The current momentum of growth appears supported by solid economic factors and policies. Among these are the Italian switch to industrialization; modernization of its plant; liberalization of its international trade; Italy's technological progress; new lower cost power; Italy's holdings of foreign exchange; and its development within the European Economic Community. All these develop-

ments support a forecast of an expanding prosperity with a broader distribution of affluence and purchasing power. The edging up of wages and costs in Italy appear to be working to the advantage of American exporters.

**(1) Industrialization and Modernization.** Italy has changed in the last decade from a traditionally agricultural to a predominantly industrial nation. Under the impetus initially of Marshall Plan aid, much of its older and damaged industrial plant was revamped and replaced with modern machinery. Modernization of its industry is still being stepped up to meet new opportunities beyond its borders. (This presents a chance for U.S. firms to sell large amounts of new machinery).

**(2) European Common Market and liberalization of international trade.** The accelerated development of the European Economic Community provides both an expanded opportunity and a new stimulating requirement to Italian industry to catch up. Companies in Italy need to progress at a steadily increasing pace to meet the severe competition of their European partners, especially since the second stage of the European Economic Community has begun. Italy has already reduced its tariffs on imports of industrial products from other Common Market countries by 50 percent, and expects to eliminate them entirely by 1970, if not



earlier. Reductions in Italian tariffs have also been made vis-a-vis non-Common Market countries including the U.S. In addition, Italy continues to liberalize its entire foreign trade, with the result that import trade restrictions on all but a few products have been lifted. (Both liberal trade policies and the European Economic Community market growth create additional opportunities for American trading enterprises).

(3) **Technological progress and lower cost power.** One great breakthrough, e.g., the discovery and exploitation of natural gas in the Po Valley and the South has reduced Italy's pre-war dependence on imports of high cost fuel. The resulting expansion of electric power, together with increased hydro electric production, has helped to open up vast new areas of industrialization. (The new industries need machinery, industrial raw materials, and know-how. They must be convinced that they can best obtain them by trading with American business).

(4) **Solid finances.** Italy currently enjoys a comfortable level of official gold and foreign exchange reserves, estimated to be worth \$3.3 billion. Although running a chronic trade deficit, importing more than it exports, Italy's international balance of payments shows a surplus because of other sources of foreign exchange income, e.g., emigrant remittances, investment inflow, and large tourist expenditures. Over 20 million foreign nationals visited Italy's 50 million population in 1962, and this growing tourist industry has helped to keep Italy's foreign exchange reserves continually high. (American businessmen can take full advantage of Italy's sound financial position since credit, finance, and foreign exchange do not represent the obstacle they constitute in many other countries.)

(5) **Employment, wages, prices, and costs.** Lower wages and unemployment have in the past helped to keep prices down and Italian products competitively

## U.S. Industrial Automation Mission to Italy

(November 10 through December 15, 1962)

**Itinerary**  
 Operated in 7 cities: Naples, Rome, Florence, Bologna, Milan, Turin and Genoa, in that order.

**Interviews**  
 Conducted 804 individual consultations with businessmen; in addition, visited 63 industrial plants.

**Business Proposals**  
 Presented 600 business proposals submitted by United States firms:

- a. 526 of these received interested inquiries from Italian companies and were discussed with them by Mission members. (85% of all business proposals were taken up for further negotiation, with an average of four Italian firms responding to each "BP");
- b. 163 of these proposals were directly concerned with the Mission's specialties, machinery and equipment; of these, 152 received interested inquiries (a response of 93%);
- c. The discussions of the business proposals above have resulted in a total of 2,048 separate contacts having been started between Italian and American businessmen.

In addition to the business proposals, it has developed 422 additional specific trade and investment opportunities for dissemination to United States industry.

a. Of the trade opportunities developed:

- 34% were proposals for joint ventures with American firms and/or for license to manufacture U.S. products;
- 26% were proposals for sales agencies, or manufacturers representation;
- 23% represented requests for direct exports from the U.S.;
- 17% were requests for direct sales to be imported into the U.S.

priced in foreign markets. But that situation appears to be changing. Wages are rising, according to some authorities, even in excess of productivity; prices are rising constantly; and unemployment is disappearing. Italy is experiencing mild inflation characteristic of a boom. As a result, Italian products may become more difficult to sell abroad at higher prices. (This offers other opportunities for U.S. manufacturers to sell labor saving machinery, to help automate parts of Italian industry, and to assist Italian firms in reducing costs).

In summary, the conditions of trade and the pattern of Italian growth offer great opportunities for American capital goods manufacturers to sell, license, venture jointly, and exchange technical know-how with Italian entrepreneurs. The United States today is Italy's second largest supplier, with over \$800 million in exports. In turn it remains Italy's second best customer, at \$400 million in imports. In the view of the Mission Members these totals can, and should be increased steadily, at a minimum within the categories discussed in the following articles.

Roy Gootenberg, Henry Armstrong and officials at F.M.I. affiliate at Finmecchanica, Naples.





# Italy, too, has alphabet agencies; IRI and ENI own, operate multitude of firms

Public and private firms indistinguishable in operation; management has great latitude to employ systems in use by privately owned concerns; need more U.S. machinery

By ROY GOOTENBERG

American businessmen who deal with Italian medium and large sized companies soon learn that there are no clear-cut lines between private and public enterprise in Italy. Private firms with minority state interests, privately owned firms, and Government controlled concerns exist side by side and compete in most significant industries of the Italian economy.

Categories such as the "private sector" and the "public sector" lose all meaning in the Italian context. Businessmen from the United States find they can do business as freely and effectively with government-owned or controlled companies as they can with private companies. In almost every case the private and public firms are indistinguishable in operation.

The historical development of this pattern is characterized by the emergence of two alphabet agencies, "IRI" and "ENI." Both are large holding companies, reporting to the Italian Ministry of State Holdings. IRI is the "Istituto per la Ricostruzione Industriale," many of whose firms were visited by this Mission. ENI, "Ente Nazionale Idrocarburi," is the Government's group of companies in oil, natural gas, petro-chemicals, nuclear energy and sundry other activities. The Mis-

sion had little contact with the ENI member firms because of the nature of their fields of activity.

Though both IRI and ENI are Government owned, they have significant autonomy in operation, and have extended to their sector holding companies and to their individual firms similar flexibility. The variety of management methods employed, and the degrees of control over their sprawling industrial empires are countless. Many IRI firms are directed by young, dynamic executives, who have recently been in private enterprise, and whose outlook and allegiance reflect attachments to private enterprise business methods. They are given virtually free and flexible rein and encouraged to employ the systems that succeed in privately owned firms.

IRI describes itself as "a group serving Italy's economic, social and cultural development." It operates through six sector holding companies, in which it holds a controlling interest or the great majority of the stock: Finmeccanica (cars, machinery, electronics); Finsider (steel); Finelettrica (power); Finmare (shipping); Fincantieri (shipbuilding); STET (telephones). IRI also has direct participation in RAI (national radio and TV),

Alitalia airlines, Autostrade (superhighway) construction and operation, and four of the largest banks in Italy. Its control runs from 100% of the telephone, to 75% of the shipbuilding, to 56% of the steel, to 25% of the electric power industries.

## Depression born

IRI acquired its present interests in over 100 different industrial concerns through inadvertence. It was established in 1933 to save Italian banking from the backwash of the world-wide depression. The banks had extended long term credit and bought stock in firms that were severely crippled by the 1929 crash. IRI exchanged convertible credits and bonds for the fragile assets held by the banks, which assets often represented controlling interest in the industrial firms. There were few if any buyers during the period that IRI was supposed to liquidate these stock interests, with the result that IRI was not able to sell the shares on the market, and had to continue holding the control it was never supposed to exercise. By 1937, IRI was transformed from an interim agent to a Government-owned holding company. It now owns most or all of the stock of certain firms, but is down to a small minority holding in others. Famous firm names which are members of the IRI group are Alfa Romeo, Italsider di Cornigliano, Selenia, Nuova San Giorgio, Italia di Navigazione, the Italian Siemens, Alitalia, and Banca Commerciale Italiana.

## Plant visits

Mission members visited representative firms held by Finmeccanica and Finsider, e.g., Salmoiraghi, Merisinter, San Eustachio, Italsider di Cornigliano, FMI, Società Napoletana Fabbrica Macchine Industriali, and banks, e.g., Credito Italiano. Members were impressed with the wide difference among them in control, quality of management, the state of modernization, and the methods of operations. Many of the firms appeared as efficient and progressive as any private competitors. All of them could use more American machinery to assist them in reducing costs, improving quality, and increasing productivity. Mission members discussed this with the IRI firm executives, and many of the recommendations were accepted. It is expected that some of the sales and licensing opportunities may develop into permanent arrangements within the next months.

The Italsider steel complex and its great expansion plans are discussed in Dr. Grabbe's analysis of advanced automation.

PRIVATE DISCUSSION: Dr. Eugene M. Grabbe, staff member who is Senior Staff Consultant with Thompson Rame Woolridge, Inc., discusses a business proposition with 3 interested Turin businessmen.





# Advanced automation found in new large Italian plants; market for complex controls

Computer controls of industrial processes, data recording and numerically controlled machine tools offer sales and licensing opportunities to U.S. businessmen

By EUGENE M. GRABBE

Senior Staff Consultant,  
Thompson Romo Wooldridge, Inc.

One of the frequent questions asked of the Mission, especially during plant visits and press conferences was "How does the state of automation application in Italy compare with the U.S.A.?" There are two parts to the answer: First, many large Italian companies have con-



Eugene M. Grabbe

structed new highly automated plants of advanced design. Some of these plants, as modern as any in the world, were visited by the Mission. They include the Bank of Napoli's electronic computing center in Naples, the AMF-SASIB plant at Bologna, the FIAT automobile production at Turin and the Italsider Cornigliano works in Genoa. So the

newest part of Italian industry rates very high in level of automation.

Second, the older plants built when labor cost was low and labor supply plentiful are oriented toward manual labor. With a steady demand for products these older plants have operated profitably, but with the prospect of higher labor costs and a labor shortage they are under severe pressure to modernize and automate. This aspect of changing times was manifested by many inquiries at interviews with Italian management and technical personnel who wanted to obtain the latest and most automatic machines for manufacturing products of all types. Machine tool agents were searching for automatic high-production machines to add to their lines to meet the demands of industry. Both of these areas, i.e., standard and specialized automatic high production equipment, offer many opportunities for U.S. manufacturers.

The Mission had the opportunity of visiting the Automation Exhibit at Milan, where the latest control equipment was

## About the author

Dr. Grabbe for the past 2 years has served as deputy managing director, International Systems Control, Ltd., Middlesex, England, and Vice President and Director, Compagnie Europeenne d'Automatisme Electronique, Paris. Formerly, Dr. Grabbe was associate director, Computer Systems Department, Hughes Aircraft Co., where he was engaged in direction of projects for computer control systems and business data processing systems. He also served with Homelite Corp., Port Chester, N.Y., and with the U.S. Rubber Co., Passaic, N.J.

on display. The figures on exhibits indicate the relative importance of U.S. electronics and control products to Italy. Italy's instrument and control industry has flourished so that 25% of the exhibits were of Italian design and manufacture. This is a remarkable growth when one considers that this industry was practically non-existent in Italy a dozen years ago. The remaining 75% of the exhibits were of foreign manufacture, and of this group the U.S. accounted for 70%, the United Kingdom 20%, and all others 10%. These figures are borne out by statistics which show that Italy depends to a great extent on the U.S. for industrial controls and instruments. While Italian manufacturers will increase their part of the market, new U.S. models of measuring and controlling instruments, especially electronic devices, will continue their popularity in Italy.

A number of small electronic companies have appeared during the past which are manufacturing electronic automation equipment of their own develop-

INDIVIDUAL CONSULTATIONS: The U.S. Industrial Automation Mission held individual consultations with interested Italian businessmen in Milan at the

Scientific and Technological Society Building. Advance publicity in local newspapers and on the radio brought in a constant stream of "clients".





ment similar to U.S. equipment. These companies are prospects for licensing or joint venture agreements to expand their lines of equipment, since they have limited funds available for research and development and wish to move ahead in production.

There is a recognition among the smaller firms that components are easier to sell than complicated equipment and systems. More complex equipment requires training of operators and staff for installation and maintenance. Hence, there is a tendency to bring in outside engineering assistance in the design, planning, installation, and start-up of complicated systems. This is an area in which U.S. firms should be alert for possible business since it is not customary for large Italian firms to advertise their plans and needs or to seek competitive bids.

### Computer control

This new field of complete automation of chemical, petroleum, steel, electric, cement, paper, and other industrial plants is some five to six years old in the U.S. where there are some two hundred computers installed or on order. These digital computers are directly connected to plant instruments; they automatically analyze plant data, compute the most efficient operating conditions, and exercise control. In Italy only two computer automation applications to industrial process controls have been announced and there are a number of project studies under consideration. U.S. experience and know-how will play an important role in bringing this new and advanced form of industrial automation to Italy.

The Mission had visits and technical discussions on computer control with:

① Companies in the chemical, steel, petroleum, electric and cement industries who were interested in specific applications;

② Consulting and engineering firms concerning planning and know-how in this new field;

③ Established electronic manufacturing companies who are considering entering this new field. Since the size of the Italian market is limited, possibilities for export, licensing, and joint ventures are present;

④ Several companies in the military electronic field would like to include a fast compact core computer as part of their lines for military, space, and other future programs.

For military applications it is often required that units employed in quantity be manufactured in Italy. Hence, joint computers designed for a combination of military, industrial and scientific ap-

## Mission reports

American businessmen are invited to hear the report of the U.S. Industrial Automation Mission to Italy at a conference to be held in Philadelphia on February 20. The Mission members will discuss their findings and the potentialities for U.S. trade with Italy. They will be available also for individual consultations.

Information regarding the conference may be obtained from the Department of Commerce Field Office, Philadelphia, Pa.

Individual members of the Mission also will be available for consultations with interested businessmen, as follows:

Bridgeport	Feb. 18
Detroit	Feb. 21-22
San Francisco	Feb. 25
Los Angeles	Feb. 26
Pittsburgh	Feb. 26-27
Dallas	Feb. 28
Cleveland	Mar. 1
St. Louis	Mar. 5
Minneapolis	Mar. 7
Indianapolis	Mar. 11
Boston	Mar. 14-15

For further information, consult the Department of Commerce Field Office, New York, for details regarding Bridgeport; the Small Business Administration Field Office in Indianapolis; and the Department of Commerce Field Office in each of the remaining cities.

Queries may also be addressed to the Trade Mission Division, Bureau of International Commerce, Department of Commerce, Washington 25, D.C.

plications will have a good market in Italy and open the doors for licensing agreements and joint ventures.

**Data Logging.** The desire for a better understanding of industrial processes has led to the use of electronic devices for the recording or logging of plant performance. Analysis of this recorded data must then be done by an off-line computer. Several companies in Italy are manufacturing data loggers, but the demand will continue for some time in the future. A number of electronic companies expressed an interest in digitizers to convert measurements

into numerical form. Licensing agreements are also possible in this field.

**Numerical Control of Machine Tools.** The use of numerical data on punched tape and magnetic tape is just beginning to take hold in Italy. No commercial contouring systems have been installed in Italy to date but three point-to-point tape controlled units have been sold. Simpler, less flexible point-to-point programming devices are in use on many machines.

With the rapid growth of Italian industry and increased specialization there will be a growing market for numerically controlled systems.

Two firms represent excellent examples of the potential in this field:

**Italsider** is an example of advanced automation in the steel industry. Italsider was formed in 1961 by the merger of the Ilva and Cornigliano steel companies. With a steel output of 3.5 million metric tons of steel in 1961, Italsider, with five integral cycle plants, is the largest steel producer in Europe. IRI, the Italian Government agency, owns roughly 60 percent of the Italsider stock.

In 1960 plans were already made to expand steel production so that by 1965 the output of Italsider would be more than doubled to 7.6 million tons. This is one of the largest expansion projects ever undertaken by a steel company and the total cost will run between 1 and 1.25 billion dollars. Extensive use is being made of U.S. consultants and engineering firms in planning for the most modern automation systems, and over half the funds have already been committed for heavy equipment.

The major programs will involve expanding present facilities at Bagnoli (Naples), Cornigliano (Genoa), and Piombino (near Florence) into large integrated steel plants. The Trieste plants will become a smaller integrated unit and a new large plant at Taranto will become the major industry of Southern Italy. The Mission made a visit to the Cornigliano works and was impressed by the smooth operation of this already highly automated plant which includes a card programmed primary mill, dual oxygen lances in open hearth furnaces, and other modern equipment.

Plans are under way to use electronic controls, production control data processing, and process control computers on a broad scale. Studies are underway or will be started on computer control of blastfurnaces, sinter plants, LD steel converters, rolling mills, and overall plant supervision. Many opportunities are still open for U.S. business firms to take part in this program. The purchasing agent



for Italsider is Cosider, Via Mura di Santa Chiara 1, Genoa, and the New York office is headed by Raul Ferreri, Finsider, 44 Wall St., New York, N.Y.

**Banco di Napoli Electronic Data Processing Center.** The Mission visited the center housed in a new modern styled building in Naples which was designed especially for data processing. The installation includes a large data processor with three smaller computers used for auxiliary functions, and there are twelve magnetic tape units and two high speed printers. All this equipment has been of American design, built in the U.S. and in Europe. All original documents are sent to this center from four hundred branch offices and fourteen services are handled which range from pawnbroker and lottery accounts to savings, pensions and paychecks. This is truly one of the show pieces of ultra modern office automation in Europe.

## U.S. packaging machinery, other products saleable

Italian distributors seek franchises to sell American made quality products

By JOHN C. WALLACE

*Sales Manager, Worthan Textile Mills Corp.*

An almost unanimous desire by Italian business leaders to purchase American-made packaging machinery and other products was evidenced during the Trade Mission visit. We were requested by corporation officials to pass on to the American business community the individual requests, to sit down with American investors and discuss the possibility of licensing and of a mutually profitable joint venture, not only in packaging but in many other industrial areas. Many distributors and agents were also anxious to obtain franchises to sell U.S. packaging machinery in Italy.

These business leaders continually expressed a desire to "Buy American" because they want to benefit from the research, product development and ex-



John M. Wallace



**PRESS CONFERENCE:** Mission members held a press conference in the Milan Chamber of Commerce building and also conducted a radio interview, in order to reach as many as possible businessmen.

perience of United States firms. It seemed evident that in their opinion, the American manufacturer leads competitors from other nations in quality, and dependability of product.

### Tight labor market

The national unemployment rate according to official statistics is 2.6% (although unemployment is still a problem) and in Milan, the largest industrial center, is probably around 2%. In grouping this tight labor market with the increased competition within the Common Market, it is readily apparent that new automatic machinery is vitally necessary. The present profit rate of many medium to small manufacturers could be reduced to a dangerous level unless their production costs are lowered to keep in tune with the increased competition expected in the next three years.

The expanding economy and the entrance of the supermarkets on the Italian scene have created demands by the housewife for attractive packaging. While the trend is in the direction of the supermarket, it will be a few years before the old habit of buying in the small grocery store is completely broken. It is the opinion of reliable observers that the small grocer is fighting a losing battle for survival.

This trend to bigness on the retail level is generally recognized and groups of independent grocers are being encouraged to form cooperatives or supermarket al-

liances.

In the area of industrial packaging, the Italian manufacturer is conscious of the necessity of strong protection for his products. They are showing increasing concern for cutting freight costs and are seeking lighter containers. They are making radical container changes from heavy wooden boxes to cardboard, steel to fibre drums, and fibre drums to paper and plastic bags, all giving the necessary product protection at less container and freight costs.

A large number of Italian packaging and packaging machinery concerns have benefited by the overall prosperity because they happened to have the production capability necessary to enable them to profit from the demand. As time goes on, however, their competitors in Italy as well as other nations in the European Common Market are modernizing, and they too, must modernize in order to survive.

### About the author

*Mr. Wallace is an advisor on packaging of all nonliquid materials, such as in the sugar, cement, chemicals and fertilizer industries. His responsibilities have included marketing sales and distribution. Prior to his present position, Mr. Wallace was associated with the Kraft Bag Corp., New York; Paper Container Corp. and Universal Cup Co., both of Chicago.*



These companies propose to interested American investors the forming of joint ventures expanding present facilities with American machinery, know-how and money. In return, they offer their experience in business, knowledge of intricate national and local tax policies, background in labor negotiations, good reputations, and their part of the necessary cash investment.

Judged by the experience and advice of American firms who have already entered the Italian market, the joint venture method is the easiest way to

get started. Do not, however, expect a quick profit, say officials of these firms.

Whatever approach the American manufacturer uses, it is in his best interest that he first carefully study this market. A large volume of business without the necessity of the "hard sell", awaits the manufacturer who will take the time and make the effort to properly present his products to people who are anxious to do business with him.

Sales in Italy can make the difference between a fair financial report, and a good one to many U.S. firms.

other in a manner comparable to the Los Angeles interchanges.

In Italy, as in the United States, the tendency, in the past, has been to spend money first on productive machinery and second on heat treating and/or laboratory facilities. In the last several years, however, in both countries, more attention has been given to the importance of scientific heat treatment and close laboratory analysis which results in better quality control.

Except in a large automotive plant in the Northern area (where it was apparent that latest U.S. heat treating techniques and equipment were being used) and in a few other smaller plants, modern heat treat methods and equipment were, however, conspicuous by their absence. This was not due to a lack of awareness on the part of management or their quality control departments, but rather to the hard fact that until whole plants are rebuilt or enlarged, little can be done.

Keen interest was shown by plant operators in the latest type of protected quench hardening furnaces equipped with direct or indirect carbon control devices, protected atmosphere tempering furnaces using steam or inert gas to exclude air, modern quenching systems and sophisticated forms of time-temperature control. Desire to furnish their plants with such equipment was expressed many times by management people.

In general, to this observer, it seemed that the heat treating field offers a great opportunity for the expansion of the U.S. export market.

### Cordwood furnaces

While the predominance of heating is with electricity or oil, the recent discovery of natural gas fields in the Po Valley should motivate U.S. furnace builders to give more attention to the Italian market. On the subject of heating methods it may be of interest to note that in the Venice area, which produces the finest decorative

## DYNAMIC DEVELOPMENT REPORTED

# Metallurgical equipment and supplies needed by booming Italian factory expansion

Firm price quotation, delivery on schedule, proper installation, and prompt maintenance called necessary if U.S. is to expand sales in this important market

By F. DEAN BURNETT

Consultant, Leeds & Northrup

During its five week visit to seven major cities in Italy, the U.S. Industrial Automation Mission was able to confirm reports of the dynamic development of Italian industrial productivity. There are great opportunities open to U.S. metallurgical suppliers.



F. Dean Burnett

The Italian worker is on the move! All through Italy, he and his family are becoming increasingly restless at continuing with the standard of living accepted by his forefathers. For the trip from his home to the stores, to his work, or to visit his friends, he is no longer content to walk miles, or ride a donkey cart or even peddle a bicycle.

On previous visits to Italy, a few years ago, I noted that the most prevalent mode of transportation was the motor scooter or motorcycle. The streets abounded with these highly manoeuvrable vehicles. Because of their small size, parking was a minor problem. Now in 1962,

an automobile is almost as essential in Italy as it is in America. Motor scooters and bicycles are practically displaced by four wheeled vehicles of every type.

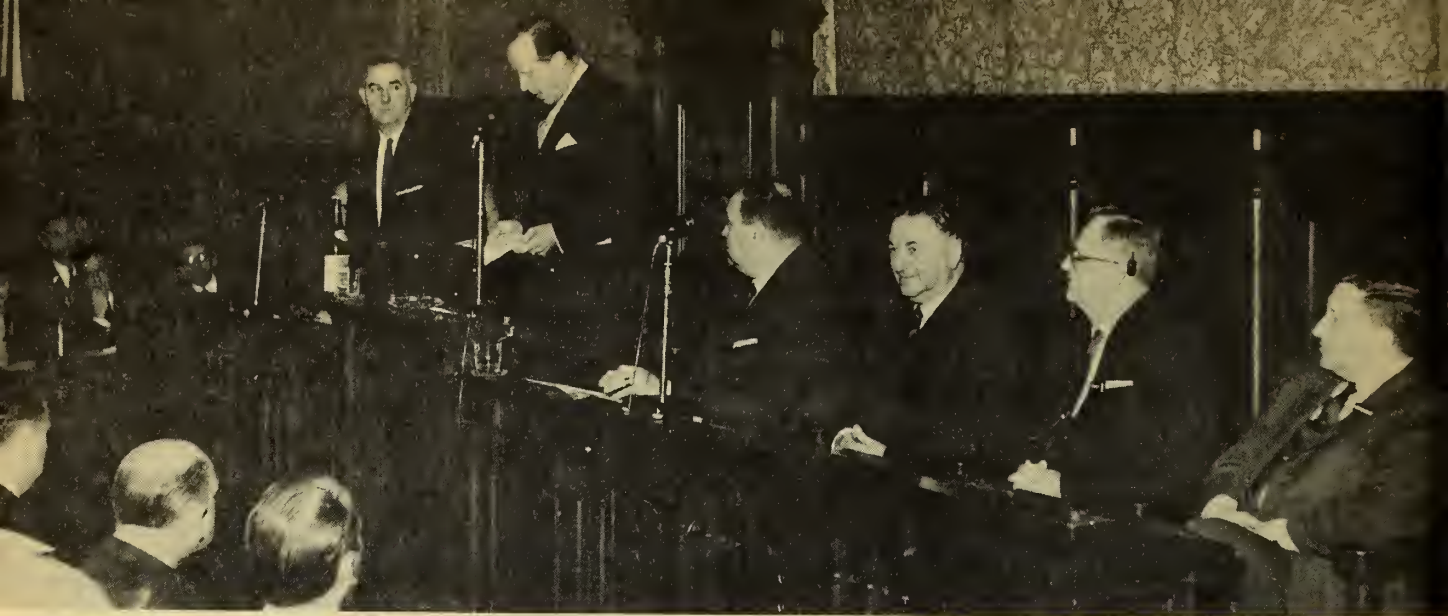
This is but one illustration of a growing tendency in Italy to possess more and better commodities. The Italian seeks to enjoy the type of living to which we have become accustomed in the United States.

In his home, the Italian is no longer content with inadequate plumbing, crude ice-boxes, faulty and ancient electric wiring, and wood-burning kitchen stoves. He and his family now aspire to the best that is available in each commodity line. These aspirations can and are being translated into purchases as the rising economic tempo brings prices and credit terms within the reach of more and more consumers.

### Employment surge

This change in the way of living is causing a tremendous surge in factory employment and production. Machinery, production lines, handling equipment, storage space and all the elements of manufacturing have been increased far beyond the normal factory-building capacity. Conveyor lines criss-cross each





GUILD HALL MEETING: U.S. Consul General Merritt Caates arranged a mission meeting at the Bologna Guild Hall with the members of the local Chamber of Commerce. Industry officials in the area attended and where necessary, individual meetings were setup for private conferences on trade.

glass items in the world, the glass melting furnaces and operating methods seemed reminiscent of the Middle Ages. It was amazing to see exquisite glass table services being fashioned from gobs of glass melted in furnaces heated by cordwood!

There are furnace manufacturers and agents in Italy looking for opportunities to expand their activities. Many conferred with us seeking to establish contact with U.S. firms interested in the Italian market. (Details are available on inquiry.)

#### Road to new business

There are many avenues which can be traveled by American companies desirous of getting Italian business in the field of furnaces temperature control systems, quenching facilities, handling equipment, alloy replacements and supplies, and all other items required for metallurgical processing. For example:

- ① Advertising—both printed and by word-of-mouth (the "better mousetrap" philosophy). No directed sales activity is involved.
- ② Periodic sales campaigns from the U.S., visiting the Italian industrial areas, giving engineering assistance and getting orders.
- ③ Appointment of qualified Italian sales agent, giving them sound training to familiarize them thoroughly with the U.S. product.
- ④ Joint ventures with Italian firms who presently are building equipment similar but non-competitive with the U.S. firm, and who enjoy the respect of their clients.
- ⑤ Licensing of Italian firms to manu-

facture American products to specifications.

Which of the above courses or combination of courses is taken is naturally the prerogative of the U.S. businessman. One common requirement, however, is an absolute "must". This is the quality of our service.

#### Service

Unless we are prepared to begin a sales negotiation promptly, analyze the requirement intelligently and accurately, give a firm price quotation, deliver the

goods when we say we will, see to it that the equipment is promptly installed—giving assistance in selection of accessory equipment—and follow through to make sure the customer is completely satisfied—any venture in the Italian market will end on the first sale. I feel that this warning should be emphasized because in all our conferences, the major criticism of American business dealings centered on lackadaisical service in the areas mentioned. It would do us well to recall Webster's definition of the word "Service"—"Conduct contributory to the advantage of others".

## Italians seek licensing partnerships; advice given on points to be covered by U.S. firms before closing deal

Modification of product to meet local requirements; maintenance of quality; royalty rates; patents and trade marks; finance; export from Italy; tax and accounting procedures must be studied

By RAY C. ELLIS

The development of business partnerships in Italy can be an exciting and profitable operation for many U.S. firms seriously interested in expanding their markets. The U.S. Industrial Automation Mission to Italy found, during hundreds of business interviews, that great interest was shown in such partnerships.

Foreign trade often goes through de-

velopment cycles, especially with rapidly expanding individual countries such as Italy.

The initial step is the export sales of the item, which will continue until the recipient country develops its own production facilities and some product knowledge; then they desire to start producing the item. At this point, interest is created in obtaining from the more developed countries, such as the U.S.,



more advanced production, engineering and marketing methods than that which may exist in the importing country. This is a normal development and one in which alert U.S. businessmen should be interested.

When this time arrives, which is inevitable with many industrial products, we would suggest that the following observations be given consideration.

### Not a side issue

It is most important that the Italian and the U.S. company enter into negotiations with serious intent, and not look at it as a "side issue". It is an important step for both companies and should be considered as a permanent partnership, not as a "venture". During the negotiations it is necessary that both sides be very honest and frank with each other, so that there will be few "surprises" developing later on.

One of the first items for discussion should be the product sales potential. Under present Common Market developments, and keeping in mind that larger plant production is desirable, considerations should be given to export sales from Italy to other European countries, as well as Africa and the Near East. It will often develop that the Italians may be especially well equipped to handle such export sales. In developing market potentials, the product concept itself should be modified from its U.S. origin-if required to better meet locally acceptable styling, standards, and perhaps different manufacturing methods. In any event it is suggested that provisions be considered to maintain the quality.

Once sales and production estimates are arrived at, the elements of such an agreement can be developed. Some concerns like to consider a five year agreement. Time extension options can then be provided for, which usually makes succeeding agreements less troublesome.

If a straight licensing arrangement is desired, the initial payments vs. royalty rates, are questions which will vary between products and companies. Usually on complicated products, requiring large initial know-how contributions, the initial payments will be larger than when the item is a simple one, and similar to one that perhaps the Italian company is already making. The royalty rates will likewise vary between products, dependent upon quantities and if other elements are to be contributed by the U.S. firm such as patents and trade marks.

If a financial partnership is desired, the percentage of the U.S. firm's participation will vary between products and

companies. Often an Italian majority interest is desirable, especially when marketing to government agencies is a prime factor. Consideration should be given to the potential operating difficulties that might become evident if the ratio of partnership participation were to be on an equal basis. Also the many tax, financial and accounting procedures can often be better handled by local people. In such cases if the U.S. firm desires more direct responsibility, it may be possible to negotiate a management contract as a part of the overall agreement.

### No dollar investment

In many cases the Italian firm will be interested in an arrangement providing that the U.S. firm's participation consist only of the contribution of "know-how", drawings, personnel, machines, and not an actual dollar capital investment.

Agreements should not only cover the present line of products but provisions should be made to provide for new developments and new products on the part of both partners, including U.S. rights. There also usually is some exchange of technical men provided for.

The use of trademarks has to be handled carefully, and probably can best be provided for in a separate agreement. Patent rights, however, should be covered in the agreement, rights under existing ones, and provisions for the use of future patents. Invaluable information and counseling on the protection of patents and trademarks in foreign countries is always available from the Office of International Investment, Bureau of International Commerce, Department of Commerce.

## Rapid expansion of electronics field in Italy reported

By RAY C. ELLIS

Consultant, Raytheon Co.

Italy's dynamic industrial growth is most noticeable in the electronics and related industries.



Ray C. Ellis

This rapid expansion is evident in all phases of those industries, including home entertainment, communication, industrial, military and components. It is also quite evident that Italy is rapidly

expanding its electronics export markets not only to other Common Market countries but also to South America, Africa, and the Near East. We believe that this present export trend will continue.

One reason why the electronics industry is progressing so rapidly in Italy is the increased buying power in all sectors of the economy. Italians are buying more electrical appliances, radios and TV sets. They want more and better programs transmitted over more channels and farther range facilities. They want more and faster communications services of all kinds. This will require more repair facilities.

Italian industry realizes that it has to make better use of available labor in order to reduce its production costs to meet increasing Common Market competition. This means greater use of electronic items including numerical controls, computers and related instrumentation.

Military electronics uses in Italy will continue to expand as the industry becomes better equipped to produce its own requirements, as well as a larger percentage of NATO and other needs.

Perhaps the fastest increment of electronics growth is to be found in components. Not many years ago Italy was importing its major component requirements. This situation is rapidly changing, and in addition Italy is now building many types of test instruments.

There existed after World War II a basic but small electronics industry, making a limited quantity of good quality apparatus, but restricted by shortages in production equipment, plus college-trained engineers. The growth began when U.S. engineering, production, and marketing "know-how," some by way of licensing arrangements and others through joint venture setups was made available. Over 20 U.S. firms have now joined with electronics concerns in Italy to assist in this development. With very few exceptions all of these business arrangements have worked out successfully.

The Trade Mission, during its interviews with businessmen in Italy, was asked by many to assist in the development of new business opportunities in this field.

U.S. electronics companies interested in expanding their opportunities in Europe may find it profitable to examine the Italian position. It offers excellent opportunities providing all phases of the new endeavor are examined and appraised by people experienced both in the product items involved, and in business conditions in Italy.



## Outside markets

In evaluating such proposals consideration should be given to markets outside of Italy. The Italian wage rates are at present competitive with other Common Market countries and even with the wage equalization plan. It appears that Italy with its increasing mechanization plans and a continuing competitive wage rate will be able to produce components and equipment at a cost equal to, if not lower, than that of other European countries. This means, therefore, a good look is necessary at the additional business available to the Italy based firm through export to Common Market countries, Africa and the Near East.

There are at present no restrictions on import, export, or investments. The lira is readily convertible at a stabilized rate.

Distribution of consumer goods and repair parts is largely done through retailers who obtain their merchandise through importers. Manufacturers either buy their requirements directly from the U.S. producers or via importing agents. There are many U.S. and Italian banks most willing to offer their services to prospective U.S. concerns desiring trade data, market potentials, credit and tax arrangements, which vary within Italy depending upon area location. Additional information may also be obtained by writing the Trade Promotion Division of the Bureau of International Commerce, Dept. of Commerce, Wash., D.C.

## Social benefits to laborer in Italy are costly

Extra month or more of pay per year as a bonus and high rate of terminal pay boost costs

By RAY C. ELLIS

The Italian approach to social benefits is quite different from the U.S. system. Most Italian social benefits that had pre-war origins have continued to expand in scope, (few were discontinued) until today the cost in relation to actual "take home pay" is among the highest to be found.

There are two general categories of such benefits; those which are established

## About the author

*A former vice president of Raytheon Co., Mr. Ellis has had experience in research, organization, management and direction of sales and services, including international trade. Formerly administrative manager of the Applied Physics Laboratory of Johns Hopkins University, Silver Spring, Md., Mr. Ellis has served the Government as Director of the Radio and Radar Division of the Office of Production Management, and General Motors as an engineer. In 1961, Mr. Ellis served on the U.S. Trade Mission to Finland.*

by the government, and those instituted by the employers. The following examples indicate the type of benefits to be found in each category:

Required benefits: Social security, pensions, health, month's bonus pay and termination pay.

Factory Optional Benefits: Nurseries, housing, preventive medical, efficiency bonus, and recreational facilities.

In some plants visited these costs total an additional 80% of payroll. This means that a worker taking home 60 cents per hour, has a total direct cost to the product being built, of \$1.08 per hour.

The larger the companies the more extensive the optional benefits that are provided—which has a tendency to reduce materially the turn-over in employment. Two such plants with 700 employees each lost only five workers to other employers per year. This is of special benefit to these larger employers, especially during a period of skilled labor shortage, such as now exists in Northern Italy and in some industrial zones in the South.

### Pay close to average

At present the Italian "take home pay" is lower than most of Europe but the social benefits are higher. The result is a total close to the European average.

It may be five years before the wage equalization program among the Common Market countries is completed, partly because of the variances in social benefits. Complicating these "adjustments" will be the built-in labor benefits such as the Italian termination pay program which will be most difficult to dispense with, but which as it exists at present is one factor which can retard normal plant expansion programs. This program, as it now exists, requires the

employer to set aside termination reserves, equivalent to one month's pay for each year worked by the employee, and adjusted to his maximum wages. This reserve fund increases the employers' required working capital.

When this wage equalization is accomplished there may be upward of a million Italian workers now employed in other European countries. The industrial spirit which we encountered in our business interviews would seem to indicate that Italy can be depended upon to make the necessary adjustments to keep abreast of the other Common Market members.

The European total pay is increasing at a faster rate than in the United States, because the spread between commodity prices and wages in Italy are farther apart, but rates of pay may eventually be comparable in both areas. This equalization may occur by 1975 and in the meantime the productivity per worker hour should approach that of the United States.

## Sees chance for air conditioning equipment sales

Failure to provide 50-cycle motors hinders sales; market for car & bus units found

By F. DEAN BURNETT

To this observer, the air conditioning industry in Italy has, on a much reduced scale, paralleled similar progress in the U.S. Since the climate in Italy is much like that found in those states between the Gulf of Mexico and the Great Lakes region, the problems and their solutions for heating, ventilating and air conditioning are almost analogous.

Large installations, i.e., office buildings, theatres and other public buildings requiring large capacity cooling are engineered by highly qualified Italians in the employ of large concerns specializing in the heating, ventilating and air conditioning industry. These companies are often operating as a licensee or as a subsidiary of some well established American company. In other instances the Italian firm contracts to engineer the complete installation. In this case, he purchases and assembles components.



Upon visiting the manufacturing facilities of several contractors, many familiar U.S. made-products were observed.

As to smaller air conditioning packages, for example in the 1-ton capacity, there are many manufacturers of other household appliances who are entering the home heating and cooling field. The market is rapidly expanding for small units, often found in one room of a home, or in individual offices. Initially, there was considerable resistance from the Italian home owner against buying what he considered to be a luxury item, an air conditioner, useful, perhaps, only three months of a year. This sales obstacle is being circumvented somewhat by the design of a combination unit supplying cool air in the summer and warm air in the winter. With year round utility, it becomes easier to justify the purchase.

In this connection, it may be of interest to report one comment heard from various engineers. They asked that we emphasize to American manufacturers of electrical equipment that we are aggravating our own marketing problems by too frequently supplying items, particularly motors, designed for 60 cycle current. Since the requirement in Italy is 50 cycle operation, a loss of approximately 16.5% in efficiency is sustained. To overcome the deficiency, it then becomes necessary to increase the entire cooling design 16.5% which results in the requirement of considerable extra copper, physical size and, of course, cost.

### 50 cycle electricity

The Italians said "Please, to help yourselves and us, take the word back to our American manufacturing friends to supply 50 cycle electrical apparatus when we specify it; and if it is not specified, assume that we want it!"

This problem has been an annoyance to such an extent that there is serious interest in obtaining relatively inexpensive frequency converter packages which can be inserted between the power source and the standard American air conditioning unit.

In the transportation field, there is a large market which should be attractive to American manufacturers. Air conditioners for automobiles, busses and other public conveyances have not received too much attention by Italian air conditioner makers. Especially in the field of private automobiles, this attitude is understandable. The price of gasoline is two to three times the American price, and any accessory automobile equipment which will increase gasoline consumption, is

considered in the luxury class. However, the trend in Italian thinking, is changing toward a more intense desire to possess luxury items.

The need of air conditioning for public transportation particularly was emphasized to this observer when the owner of one of the largest transportation systems in Italy discussed his requirement to air condition his 500 fifty-passenger busses. He went on to say that each year he adds 50 new busses to his fleet and the 1963 requirement includes air conditioning in the bus specification.

In conclusion, it would appear that:

① Large installation requirements of air conditioning equipment are presently well covered by Italian firms.

a. Considerable component equipment is purchased in U.S.A.

(Electrical operation on 50 cycles is essential).

② A good competitive market is available for ½ to 3-ton capacity units capable of cooling or heating, which are thermostatically controlled.

③ Excellent market opportunities have developed for air conditioning units for automobiles, busses, trains and boats.

## Small plant cited as example of Italian efficiency

Now serving ceramic tile industry, firm would expand with help from America

By F. DEAN BURNETT

The Societa' Impianti Termoelettrici Industriali plant in Novara is a striking example of the care with which socially minded industrialists in Italy have planned and executed a small business venture.

While the major products of this enterprise are heat treating furnaces for the ceramic tile industry, contracts are taken to engineer, build and equip complete ceramic manufacturing facilities. In these specialized fields, it appears that the company enjoys a high proportion of the available business in Italy and is making serious contributions to the export market.

One installation has been made in a plant of a major tile producer in Ohio. The testimonial given to S.I.T.I. regarding

the excellence of their engineering, product and service was refreshing to read.

The plant site is in Novara, about thirty miles west of Milan, purposely located in a depressed area in order to improve the unemployment situation and to obtain the tax benefits offered to manufacturers who locate new factories in suburban areas. Attractively landscaped, there is ample room for expansion in nearly every direction. Recreational facilities for employees include tennis and basketball courts and other areas set aside for off-hours enjoyment.

The snow covered Alps provide a picture-book back drop to the contemporary foreground of the plant itself. Ample use of plate glass wall construction gives the ultimate in natural lighting, not only for the engineering and drafting areas, but to the entire facility.

As a reflection of the industry it serves, it was not surprising to note the extensive use of ceramic tile in the building construction. The glistening, pastel colored tile walls of the entire non-productive areas gives one the impression of hospital cleanliness and efficiency.

The cafeteria area is light, airy and immaculately clean. Extensive use of stainless steel in the cooking and display areas plus the quality of the steaming food served leaves one with the impression that he is eating in one of America's fine modern restaurants rather than in a factory cafeteria. In place of the usual wood benches and long crude tables, we find circular tables of high quality surrounded with naugahyde padded arm chairs.

### Small labor turnover

With a labor force of approximately 300, there is a turnover of 2-3 per year. Gross sales per year and profit from operations, being difficult statistics to obtain, one can only comment from impressions gained. If there is firm belief in the business adage "To make money you must spend money," S.I.T.I. must be a profitable business, because it was observed that machine tools, equipment, furnishing and the plant itself all bore evidence that the management buys the best of everything throughout the operations. There was minimum evidence of any "Penny wise-pound foolish" purchasing policies.

A lesson for U.S. manufacturers is that the success of this type of enterprise in a specialized field creates additional opportunities for American suppliers. For example, S.I.T.I. presently supplies only furnace equipment and engineering to the ceramic industry. Early in their business career, before the awakening to the need



of scientific metallurgical heat treating equipment, S.I.T.I. had experience in building and marketing batch types furnaces.

Now, keenly aware of present heat treating requirements, S.I.T.I. is anxious

to resume building metallurgical furnaces, and currently is looking for joint venture or licensing opportunities from well established, quality building furnace manufacturers in the United States.

## Italian machine tool industry offers opportunities for modernization

By HENRY W. ARMSTRONG

Visits to a number of manufacturing plants in Italy by the Mission revealed



Henry W. Armstrong

that there are a large number of old machines in use which may soon be replaced. The number of American-made machine tools is small in comparison with other makes.

U.S. produced machine tools are sold to Italian firms who feel strongly that the quality and performance of the machines is superior. It is also generally recognized that U.S. machine manufacturers tend to deliver with a minimum of delays due to change over in production, repairs and service problems. There are certain large and specialized machines made in the U.S. that still have a favorable market position—due to delivery time and special features not found on machines from other countries.

For standard and special machine tools the price differential due to our higher labor costs, customs and transportation is such that U.S. machine tools often cost about 25% more. Compensating factors are that U.S. machine tools can be delivered three to six months sooner than those from European sources, and that the quality of U.S. machine tools is often superior. With

increased production of machine tools in Europe this favorable delivery factor may disappear. Many high quality machine tools are now being manufactured in Italy.

During the past five years many of the American machine tool companies have started manufacturing their products either in U.S. owned Italian branches, or through licensed or affiliated companies in Europe. As a result they can supply American designed machines made in Europe at lower prices.

### Little automation

The use of automation is practically non-existent except by very large companies in Italy. The Italian small manufacturer thinks that automation is too expensive. Some sales promotion by American machine makers may help to dissipate this idea; especially in the area of tape controlled machines, where the U.S. has a considerable lead in research, development and operating know-how.

The use of films showing small lot production using punched paper tape and other automatic means demonstrating the complete operation of a machine would help many Italian small businessmen to see the applicability of American automation equipment in their operations.

Italy's labor costs are mounting at a high rate. In many plants the labor cost per hour on skilled machine-work ranges from about \$1.20 to \$1.60, including all fringe benefits. The U.S. rate is perhaps double this. That means that American manufacturers are in a difficult position. As we are ahead in automation we should concentrate on selling highly automatic completely equipped machine tools. It will take new ideas and new methods for us to reclaim the ground we have lost. Many interviews showed a clear interest in automatic high production machines. U.S. manufacturers should concentrate on low cost automatic indexing tables, handlers, and feeders. Next we should focus on numerically controlled machines of the co-

ordinate positioning and continuous path type which eliminate the use of jigs and fixtures.

Italy with her rising labor costs is looking for methods to produce more parts at lower cost and superior quality without too much capital outlay. The use of hydraulic means for clamping, and positioning, and the use of Servo control systems are all within a reasonable price range. The use of photo cells, solenoids and micro switches is of prime importance.

An energetic sales effort must be made using films and demonstrations to preserve the reputation of U.S. machines and equipment for quality, and to result in present and future opportunities for U.S. machine tool builders.

## List commodities Italians showed interest in buying

Trade Development officer visits after Mission concludes tour to obtain specific information

By M. J. MOLINARI

Trade Development Officer

A duty of the Trade Development



M. J. Molinari

Officer assigned to a Trade Mission is to visit some of the firms which provided trade opportunities for U.S. exporters. He is responsible for obtaining detailed information on the specific proposals of these firms, whether in reference to American proposals which were brought by the Trade Mission itself, or counter proposals recommended for publication in International Commerce. U.S. manufacturers are thus assured that necessary data is made available to those interested as quickly as possible.

Approximately 23 firms were visited and additional information developed in Florence, Milan and Turin shortly after the mission concluded its tour. Key officials of these Italian companies were extremely cooperative in meeting the Trade Development Officer, and discussing with him in greater detail specific business proposals.

### About the author

*Mr. Armstrong, retired president of the University Engineering Co. of Short Beach, Conn., is engaged in research and development problems in ultrasonics and the use of light rays.*

*With over 45 years' experience in the machine tool and related industries, Mr. Armstrong's career includes service with Walter Chrysler and Pratt & Whitney. He was a member of the U.S. Trade Mission to France in 1957.*



The ability of an Italian firm to sell American machinery equipment in the Italian market is ably demonstrated by a medium size firm in Milan. During the visit of the Trade Development Officer to this impressive organization, it was stated that they purchased and sold in Italy during 1962 over 3 million dollars of American machinery. Because this firm is planning to expand its activities in 1963, it is currently interested in buying or representing U.S. manufacturers of grinding machines, horizontal boring machines, new specialized machinery equipment, and electronic control equipment. Officials of the firm are very confident that they can promote the sale of these specific types of U.S. machinery equipment on the Italian market.

Generally speaking, these firms indicated an interest in importing, exporting, representing U.S. manufacturers as agents or distributors of specific products for domestic consumption, and extending to U.S. industries the opportunity to participate in the manufacture of American commodities in Italy under a joint venture or licensing agreement.

Specific U.S. commodities favorable for exportation to Italy directly or through an agent or distributor are as follows: multi-spindle automatics, large surface grinders, horizontal boring machines, plano milling machines, gear manufacturing machines, lathes, electronic control equipment, construction machinery, conveyer belts, lifting equipment, hand tools of all types, washing machines, air conditioners, automatic packaging machinery, airport equipment other than aircrafts and aircraft engines, photographic equipment, insulation equipment other than asbestos, cellulose acetate butyrate scraps, automobile accessories, and prefabricated houses.

Exportable commodities to the U.S. include brakes, clutches and other automobile accessories, laying and stringing equipment for high and low tension cable, cheaper hand tools, lathes, milling machines and prefabricated houses. Joint ventures or licensing agreements desired by Italian business men include the manufacture of the following commodities in Italy: prefabricated houses, machine tools, automobile accessories, rectifiers and instruments.

*announcing . . .*

## OVERSEAS BUSINESS REPORTS for international traders

This new report series replaces the three-part World Trade Information Service to bring to the foreign trade community authoritative, up-to-date information from more than 100 countries on economic conditions; marketing data; investment, tariff, and other laws; import quotas; shipping, marking and labeling requirements; and other facts relating to the international movement of goods and services.

Up to 250 reports will be issued each year. (Individual WTIS titles will continue to be available at the single-copy price while in demand or until replaced by an updated issue of OVERSEAS BUSINESS REPORTS.)

For sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C., or through U.S. Department of Commerce Field Offices. Annual subscription \$18. Single copy 15¢.

# TRADE OPPORTUNITIES

A (★) following these indicates that additional information may be acquired by writing International Activities Staff, Attention E. Craig Wilton, BDSA, Department of Commerce, NCIA following indicates no commercial information available. If copies of the interview report from which these opportunities were developed are desired, please indicate I.R. number in request.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for \$1 each from the Commercial Intelligence Division, Bureau of International Commerce (BIC), Department of Commerce. The date following the letters WTD refers to the date of issuance of the report.

## EXPORTS

### 011 Field Crop Farms

Established agent seeks cotton account. Lanifici Rivetti S.P.A., Biella (Vercelli). I.R.-152.

### 019 Commercial Farms

Seeds and small garden plants; F.lli Franchi, Via S. Bernardino, 120, Bergamo. NCIA. I.R.-292★

### 196 Small Arms Ammunition

Manufacturer of powder and ammunition seeks U.S. cartridge account for 12/28 caliber hunting guns. Fiem-Fabbrica Italiana di Esplosivi e Munizioni, Via Aniello Falcone 290A. I.R.-138.

### 200 Food and Kindred Products

Pasta manufacturer seeks additional food items. Pastificio Ligure, Via Asilo Garbania 3, Genoa. I.R.-832.

### 201 Meat Products

Frozen, canned poultry, canned foods. BORSERO, Via Asuncion 37, Turin. I.R.-741.

Frozen dressed poultry, E.R.G.A. S.r.l. Esercizi Romani Generi Alimentari, 60 Via Magnagrecia, Rome. NCIA. I.R.-41.

### 202 Dairy Products

Agency for specialized products for cheese and dairy industry--additives, bleaching agents, etc. IN.DA.CO (International Dairy Corporation), Via San Francisco d'Assisi 27, Turin. I.R.-389.

Powdered milk, butter, dairy products. Rappelli Mario, Via San Francisco d'Assisi 27, Turin. I.R.-388.

Casein, powered milk. Redi, Via XX Settembre, 18, Genoa. I.R.-718.

### 203 Canning and Preserving of Fruits, Vegetables, and Sea Foods

Canned fruit juices. SALPO S.p.a., Via Mecenate, 76, Milan. NCIA. I.R.-303.

Canned, packaged, frozen foods. Mrs. Eleanor Hilowitz, 55 Viale Parioli, Rome. NCIA. I.R.-35.

### 209 Food Preparations and Kindred Products

Food additives and preserving substances. INTERSCAMBI Esportazioni-Importazioni, Via del Lauro, 1, Milan. I.R.-345.

### 220 Textile Mill Products

Agent seeks U.S. textile lines. Rinaldo Delle Piane, Via Martiridella Liberta', 40, Genoa-Pegli. I.R.-717.

### 221 Broad Woven Fabric Mills, Cotton

Cotton and synthetic-fiber fabrics. (Agency) Federico Scalafiotti, Corso Vittorio Emanuele, 203, Turin. I.R.-708.

### 224 Narrow Fabrics and Other Smallwares Mills: Cotton, Wool, Silk, and Man-Made Fiber

Inexpensive nylon fabrics suitable for doll making. Ratti & Vallenzasca, Arona, Novara. I.R.-387.

### 229 Miscellaneous Textile Goods

Vegetable fibers and animal hair for rugs and upholstery. A. Tobino, & P. Mumenthaler S.N.C., Via Orefici 7-26, Genoa. NCIA. I.R.-756.

Linen napkins and table cloths. Dr. Nino Pavia, 24 Via Paola, Rome. NCIA. I.R.-28.



**230 Apparel and Other Finished Products Made From Fabric and Similar Materials**

Wearing apparel. (Agency). Rinaldo Delle Piane, Via Martiri della Libertà', 40, Genoa-Pegli. I.R.-717.

**233 Women's, Misses', and Juniors' Outerwear**

Manufacturer of quality line of maternity clothes with 10 retail stores seeks similar U.S. items in medium priced range to round out his line. Europa Industria Confezioni S.P.A., Via Capograsso, Latina (Rome). I.R.-247.

**236 Girls', Children's, and Infants' Outerwear**

Manufacturer of quality line of children's clothing with 10 retail stores seeks similar U.S. items in medium priced range to round out his line. Europa Industria Confezioni S.P.A., Via Capograsso, Latina (Rome). I.R.-247.

**242 Sawmills and Planing Mills**

Lumber other than walnut, hemlock, oak, fir, pitchpine. Agent. Candellero Nuccio, Via Cavour 1, Turin. I.R.-715.

Chestnut, Virginia chestnut, redwood lumber. FELCA Fabbrica Emiliana Legnami Compensati Affini S.R.L., Poviglio (Reggio Emilia). I.R.-291.

Hemlock, Douglas fir, pitchpine lumber. Ferruccio Amati & Fratello--S.P.A., Via Crispi, 1, Bergamo. I.R.-323.

Douglas fir, hemlock lumber, direct from mill. I L A, Piazza Matteotti, 20, Bergamo. I.R.-367.

Various woods for home and furniture use. (1) Cille (2) Del Vera, Via Cellini, Trieste. NCIA. I.R.-23.

**251 Household Furniture**

Beds, mattresses, chairs for children's summer camps. Secco Giuseppe. Via Vertoiba 4, Milan. I.R.-289.

**252 Office Furniture**

Sales organization seeks U.S. line of office furniture and supplies. SKEMA, Via IV Novembre, 9, Paderno Dugnano (Milan). I.R.-307.

**259 Furniture and Fixtures**

Restaurant, cafeteria, kitchen and office equipment for summer resorts. Secco Giuseppe, Via Vertoiba 4, Milan. I.R.-289.

Hospital equipment and furniture eventually leading to licensing. Sergio Cova, Via Taraggio, 15, Milan. I.R.-199.

**261 Pulp Mills**

Wood, pulp, waste paper for paper mill use. Sylvander, Via Durini 26, Milan. I.R.-290.

**276 Manifold Business Forms**

Devices in use for continuous business forms. Bigliettificio Cresta, Piazza Marsala 4/1, Genoa. I.R.-712.

**278 Bookbinding and Related Industries**

Recording charts, graph paper. A. Salto S.P.A., Via G. Matteotti, 5, Trieste. NCIA. I.R.-256.

Business forms, magnetic and perforated tapes etc., agency. APPSA di Fausto Stella, Via Andrea Doria 15, Palazzo Borsa, Turin. WTD 12/15/59. I.R.-392.

**281 Industrial Inorganic and Organic Chemicals**

Tungsten carbide. Metallurgica Genovese S.P.A. Via XX Settembre 30/11, Genoa. I.R.-679.

**282 Plastics Materials and Synthetic Rubber, Synthetic and Other Man-Made Fibers, Except Glass**

Textile chemicals, resin for plastic industry. Agency; A. Orlandi & C., Via Crocefisso, 6, Milan. I.R.-338.★

Truck body firm seeks polyurethane for insulating reefer trucks; Artemio Galligani, Carrozzeria, Via Emilia All' Angelo, 43, Reggio Emilia. I.R.-533.

Plastic resins, thermoplastic scrap, plastic containers. Agency; Antonio Pepe, Viale Lombardia, 9, Milan. I.R.-646.

Horse hair, coconut fiber for use in seat upholstery. GUMMIFLEX, Via Bogino 31, Turin. I.R.-394.

Cellulose acetate butyrate scrap, 350/400 tons monthly. Gallino, Via Torino 15--Regina Margherita (Turin). WTD 8/18/62. I.R.-180.

**283 Drugs**

Medicinal specialties and chemicals for pharmaceutical industry (human and veterinary). Laboratorio Farmacologico Salf, Via Tiraboschi, 57, Bergamo. I.R.-371.

Vitamin and liver capsules; Biochimica Milanese, Via Miceli, 71, Cosenza. I.R.-370.

Pharmaceuticals: Agency. Mario Rabacchi, 104 Via De Gasperi, Vignola (Modena). NCIA. I.R.-327.

Manufacturer of surgical dressings seeks U.S. pharmaceutical line. Dionigi Ghisio & Figli, Via Guicciardini, 6, Milan. NCIA. I.R.-779.★

Pharmaceuticals-agency. Mastrobuono Bros & Dr. S.A. Salzillo, Via Roma, Raviscanina (Caserta). NCIA. I.R.-47.

Pharmaceutical manufacturer seeks additional items to expand line. Laboratorio Camillo Corvi, Piazza della Repubblica 32, Milan. I.R.-76.

## 284 Soap, Detergents and Cleaning Preparations

Cleaning supplies, polishes, household chemicals. Bart. Carrea & Figli, Via Ilva 4-2, Genoa. (Agency) I.R.-720.

Manufacturer of cosmetics seeks agency for complimentary line. Laboratorio Camillo Corvi, Piazza della Repubblica 32, Milan. I.R.-76.

Pharmaceuticals distributor seeks agency for industrial hygiene products such as aerosol sprays to prevent silicosis, etc.; Gay & Co., Via Monteverchio 17--Turin. I.R.-185.

## 285 Paints, Varnishes, Lacquers, Enamels, and Allied Products

Seeks agency for U.S. manufacturer of paints, varnishes, sealers. Gamna, Sandro, Via Lorenzo Martini 4, Turin. I.R.-398.

Seeks paints and varnish agency for N.W. Italy. Francesco Muller, Via Falamonica, 22, Genoa. I.R.-726.

Sales division of paint manufacturer seeks specialty lines such as marine paints and protective paints for high temperature application. Inteco, Via Ormea 41, Turin. I.R.-751.

Chemical specialties for paints and varnishes. Dr. Vincenzo Grondona, Palazzo Misore Borsa 157, Genoa. WTD Oct 1962. I.R.-674.

## 287 Agricultural Chemicals

Fertilizers, greenhouse equipment. Intergarden, S.r.l., 63 Via Vetulonia, Rome. WTD Dec. 1960, I.R.-164.

## 289 Miscellaneous Chemical Products

Chemicals for treating water to prolong life of cut flowers; also sanitation chemicals and chemicals to resist water corrosion. Karinco S.R.L., Via Tolentino 5, Milan. I.R.-83.

## 291 Petroleum Refining

Seeks agency for oils, lubricants, additives. Alberto Gardella, Via Agnallo, 1, Milan. I.R.-79.

## 299 Products of Petroleum and Coal

Lubricating oil, anti-rust preparations, industrial solvents. CIAT, Corso Sebastopoli 249, Turin. I.R.-564.

## 306 Fabricated Rubber Products

Manufacturer of industrial belting seeks distributorship for textile belting, possibly leading to joint ventures. Varale Antonio, Via Manzoni, 46, Milan. I.R.-634.★

## 307 Plastics Products

Three to six inch plastic pipe fittings; Tramati, Via Mantova, 36, Turin. I.R.-585.

## 311 Leather Tanning and Finishing

Cattle, horse, goat hair-direct purchase and agency. Armando Tuzii, Piazza Principessa Clotilde, 6, Milan. NCIA. I.R.-98.

## 323 Glass Products, Made of Purchased Glass

Precision made glass items for pharmaceutical and chemical trade--agency. Officine Gazzetta. Luino (Varese). I.R.-554.★

## 329 Abrasive, Asbestos, and Miscellaneous Nonmetallic Mineral Products

Thermal insulation products--pipe covering; Riva & Mariani, Via Fatebenefratelli 5, Milan. I.R.-322.★

Acoustical tile, noise control equipment; Gay & Co., Via Monteverchio 17--Turin. I.R.-185.

## 331 Blast Furnaces, Steel Works, and Rolling and Finishing Mills

Steel sheet lined with aluminum antifriction alloy; Bronzine Aurora, Via G. Soglia, 2--Reggio Emilia. I.R.-298.

Silicon steel, electrical sheet. S.P.A. Fratelli Canessa, Via Porta d'Archi 3/15 Genoa. I.R.-767.

## 332 Iron and Steel Foundries

Large machined cast iron sections for important Italian machine tool plant; Innocenti, Via Pitter 81, Milan. WTD 11/22/61. I.R.-612.

Stainless steel; Industrie Trentine Orlandi S.P.A., Piazza Bra, 28, Verona. NCIA. I.R.-386.

## 335 Rolling, Drawing and Extruding of Nonferrous Metals

Aluminum structures and products. COMET, Via Petro D'Else, Cuneo. (Agent) I.R.-815.

Expanded and perforated metals--steel, copper, brass, etc. Metallurgica Genovese S.P.A., Via XX Settembre, Genoa. I.R.-805.

## 342 Cutlery, Hand Tools, and General Hardware

Chains for chain saws--Agency; Lelio Canavese, Via Saluzzo 44, Turin. WTD 7/7/61. I.R.-563.

## 343 Heating Apparatus (Except Electric) and Plumbing Fixtures

Industrial oil burners. Lamborghini, Pieve Di-cienta, Bologna. NCIA. I.R.-619.

Seeks agency for forced combustion kerosene home heaters. Ditta Baccianini, 27--a Via dell' Archetto, Rome. NCIA. I.R.-6.

Agency for heating systems and plumbing supplies. Dr. L. Braufuca, Viale Beatrice D'Este 7, Milan. I.R.-84.



### 344 Fabricated Structural Metal Products

Adjustable scaffolding for cleaning windows, outsides of high buildings. Direct purchase and agency. La Pulitutto, Via F. Filzi 27, Milan. NCIA. I.R.-106.

Manufacturer of standard type faucets seeks line of plumbing specialties--new design faucets, thermostatic mixing valves, water heaters. Bellini & Cantu, Via Cremosano, 4, Milan. NCIA. I.R.-358.

Will act as agent or licensee for aluminum structures, aluminum products. Comet, Via Petso d'Else, Cuneo. I.R.-572.

Prefabricated metal industrial buildings. Metal-lotecnica, Via Aosta, Cascine Vica (Turin). I.R.-600.

Accessory boiler equipment for marine and stationary installations. U & M F.lli Beretta, Via Luccoli 29, Genoa. I.R.-773.

### 351 Engines and Turbines

Diesel and gasoline engines, agency. A. M. I. T. Apparecchi Macchine Impianti Tecnici, Via Tarchetti, 1, Milan. I.R.-377.

### 352 Farm Machinery

Vegetable canner interested in complete canning line including can making machinery. Aldo Ferrarese, Via C. Battisti, Cerea. NCIA. I.R.-838.

Agency for agricultural equipment for small farms--tractors, power driven diggers, etc. Motonautical Buccaneer, 15-18 Via Porto di Ripa Grande, Rome. NCIA. I.R.-17.

### 353 Construction, Mining, and Materials Handling Machinery and Equipment

Railway car movers--agency. A. M. I. T. Apparecchi Macchine Impianti Tecnici, Via Tarchetti, 1, Milan. I.R.-377.

Rotary brush street sweepers. Pennellificio Bolognese, Strada Maggiore, 94, Bologna. WTD 2/15/62. I.R.-302.★

Factory trucks, fork lifts, bins, etc. Commer, Via XX Settembre 69, Turin. I.R.-574.★

Lifting and transporting equipment for manufacturing plants agency. Officine Cometto, Borgo San Dalmazzo, Cuneo. I.R.-577.★

Seeks distributorship for bulk handling and automated mining equipment. Also automated equipment for chemical and petro-chemical plants. Dott. Ing. Carlo Riboldazzi, Via Desenzano, 6, Milan. I.R.-364.

Sales agent for mining, oil well and railway equipment seeks additional lines of modern mining machinery, railway track maintenance and control equipment. Ing. Roberto Rosauer, Via Sommacampagna 9, Rome. I.R.-809.

Stone, and marble cutting wheels, diamond saws. Rag. Arnaldo Borgato, Via Ciccone, Naples. I.R.-540.

Road building machinery. Officine Meccaniche Marini, Alfonsine (Ravenna). I.R.-538.

Machine tools. Industrie Trentine Orlandi S.P.A., Piazza Bra, 28, Verona. NCIA. I.R.-386.

Used machine tools--lathes, turret lathes, drill presses, cut off saws. FIAP S.P.A., 114 Via Fossetta, Turin. I.R.-592.

Welding machinery. Calasso, Ing. Carlo, Via Sacchi, 58, Turin. I.R.-565.

Tungsten carbide. CERAMET, Via Sospello 220, Turin. I.R.-390.

Drills, other than twist, self centering chucks, and chucking devices. Agency. NORDIK, Via F. D. Guerrazzi, 10, Milan. I.R.-379.

Machine tools--agency. NENNA PEPPINO, Via Sostegno, 84, Brescia. I.R.-366.

Machine tools for fabricating steel plate making machines. Officine Meccaniche & Fonderie Napolitane, Via Benedetto Brin 69, Naples. NCIA. I.R.-332.

Welding machinery and supplies. RIVOIRA S.P.A., Corso Belgio 107, Turin. I.R.-318.

Industrial lifting equipment--medium size. Motonautica Buccaneer 15-18 Via Porto di Ripa Grande, Rome, NCIA. I.R.-17.

Earth moving equipment. Officine Meccaniche Toscane, 24 Via Giotto, Florence. I.R.-58.

Materials handling equipment, particularly fork lift trucks. Mo.Te.Ma., Via Isimbardi 22, Milan. I.R.-73.

### 354 Metalworking Machinery and Equipment

New and second hand machine tools. AGOSTINI INTERNATIONAL S.P.A., Viale Zara, 3, Milan. NCIA. I.R.-287.

Heavy machine tools--agency. CONTI LUIGI, Malnate (Varese). I.R.-286.

New and used heavy machine tools. "BOLFRAM", Viale Lancetti, 33, Milan. I.R.-280.★

Hydraulic machinery--agency. IDROMA S.A.S., Via Giovanni Da Procida, 6, Milan. NCIA. I.R.-274.

Agency for automatic high production machine tools. A. M.--Appiano Mario, Piazza Arbarello 6, Turin. WTD 3/1961. I.R.-740.

Sales agent seeks special machinery and equipment for steel mills. Ing. Roberto Rosauer, Via Sommacampagna 9, Rome. I.R.-809.

Foundry seeks slitting machines, from coil to strips. Veglio G. & C., Via Druento 48, Turin. WTD 9/1960. I.R.-181.

Established agent seeks additional machine tool, industrial equipment lines. Mokado, Corso G. Ferraris 109, Turin. I.R.-716.

Medium sized machine tools--agency possibly leading to licensing arrangement. Oscar Forapani Via Postumia 59, Turin. I.R.-669.★

Machine tools. Also hot and cold die casting machines for zinc, aluminum, rubber, etc., and extruding machines for aluminum, copper, bronze. Dott. Ing. Americo Volpe, Viale Gran Sasso 16, Milano. WTD 6/1962, I.R.-78.

Agency for machine tools. Ditta Morini & Bossi di Morini, Amadori & C., Via M. Macchi 87, Milan. I.R.-176.

### 355 Special Industry Machinery

Seeks agency for light automated machinery and equipment. Studio Internazionale Per L'Automazione, Via Papacino 23, Turin. I.R.-739.

Automatic card loading textile machines, possibly licensing arrangement, Fratelli Bettoni, Via Pitentino 8/b, Bergamo. I.R.-108.

Woodworking machinery--multiblades, circular saws, wood dryers, drills, joiners. Antonio Guerra (Drag Import) Piazza Colombo 1/12, Genoa. I.R.-777.

Shoe machinery. Calzaturificio Mamar, Via Miano Agnano 219, Miano WTD 3/1962, I.R.-144.

Silk screen printing presses. Mussano & Sisto, 38 Viale delle Milizie, Rome, NCIA, I.R.-16.

Device for marking marble with firm trade mark; portable and usable on rusticated surface. Dott. Ing. Glauco Anzilotto--S.P.A. Travertini "Le Querciole," Viale Michelangelo, 5, Florence. WTD 6/1962, I.R.-61.

Machinery for manufacture of paper products. Aprilia-SIPEC, 55 Viale Europa, Rome, I.R.-640.

Automated textile machinery. Lanificio Albino Botto, Strona, Vercelli. I.R.-599.

Agency for packaging machinery and desiccant bags. ESSIKON, Via Sammartini, 59, Milan. I.R.-380.★

Agency for can-making machinery and bending machines for tin plate. Ing. Angelo Giudici, Viale Campania, 25, Milan. NCIA. I.R.-360.

Distributorship for food processing machinery. GERALCO Italian S.P.A., Via Parini, 9, Milan. NCIA. I.R.-357.★

Machinery for manufacture of separators for storage batteries, B S A di Eugenio Besana, Via Mentana, 5, Monza (Milan). I.R.-350.★

Tire balancing equipment. CORGHI (ERMINIO) Elettromeccanica, Correggio Emilia (Reggio Emilia). I.R.-299.

Automatic feeding device for candy making machines. Preci Giovanni Officina Meccanica, Via D. Bianchini, 26, Bologna. I.R.-297.★

Agency for textile machinery. SACCONAGHI-MONACO, Via S. Gregorio, 12, Milan. I.R.-283.

Agency for food processing machinery. Dr. Arduino Saetti Export-Import, Piazza Duca D'Aosta 8/2, Milan. I.R.-275.

Agency for food processing machinery. Dott. Ing. Aldo Martinetti, Viale Regina Giovanna, 17, Milan. I.R.-273.★

Machinery and know-how for producing latex sheets in continuous process. Manisatture Ghieri, Via Castelsidardo, 1, Monza (Milan). NCIA. I.R.-224.

Agency for pulp-making machinery. SYLVANDER, Via Durini, 26, Milan. I.R.-290.

Book binding and box making machinery. S.C.I.A. Stabilimento Cartotecnico Industrie Assini, Via Massenzio Masia, 3, Bologna. I.R.-326.

Agency for foundry equipment and lifting apparatus for use in plants. OFFICINE COMETTO, Borgo San Dalmazzo, Cuneo. I.R.-577.★

Specialized machinery and equipment for petrochemical and large chemical plants; any new equipment for heavy industry. Ing. Roberto Rosauer, Via Sommacampagna 9, Rome. I.R.-809.

Manufacturer of billiard tables, etc., seeks woodworking machinery. De Agostini Fratelli, Corso Vittorio Emanuele 44-Turin. NCIA. I.R.-187.

Woolen textile manufacturer interested in purchase of wool combing, spinning, and weaving machinery; also finishing and dyeing machines for wool. Lanificio Albino Botto, Strona (Vercelli). I.R.-182.

Bottler of aperitifs wishes to modernize with fully automatic machinery for cleaning, filling, capping and labelling 1 liter bottles. Aperitivi D'Italia, Via Nazionale 56--Cuneo. I.R.-184.★

### 356 General Industrial Machinery and Equipment

Fire extinguishers, related appliances--agency leading to licensing. Stopfire, Via Viterbo, 73, Turin. I.R.-687.★

Motorized agricultural equipment. Guglielmino Ing. G. & Figli, Via Madama Cristina 108, Turin. I.R.-694.

Modern machinery for extruding rubber products and automatic molding and vulcanizing equipment. Mammot S.P.A. Industria Lovorazione Gomma, Arenzano Genoa. WTD 7/61, I.R.-675.

Plastic and paper embossing tools and equipment. Agent. Tecnolux Di G. Maccari Via B. Martino Da Pegli Genoa. WTD 7/61. I.R.-675.

Fire fighting equipment-Agency leading to licensing. Minimax S.A.S. Via Roma 10, Genoa. I.R.-677.

Gasoline driven pumps, and diesel engines. A. M. I. T. Apparecchi Macchine Impianti Tecnici, Via Tarchetti, 1, Milan. I.R.-377.

Agency for machines or tools used for aerating and conserving cement. Rag. Arnoldo Borgato, Via Ciccone, Naples. I.R.-540.

Agency for pumps and irrigation equipment. Audoli and Bertola, 251 Corso Vercelli, Turin. I.R.-597.

A. C. components for 1-20 ton capacity air conditioning units. SITEA, 27 Via Boldetti, Rome. NCIA. I.R.-22.

Asbestos plant seeks proposal for packaging asbestos fibres in 50 kilo units and offer on required machinery. Amiantifera Di Balangero-Balangero (Turin). I.R.-183.

Established foundry in process of modernizing operations, interested in U.S. machine tools; saws, millers, gear cutters, etc. Verriana S.P.A., Genoa. I.R.-786.



### 357 Office, Computing, and Accounting Machines

Agency for card sorting machines. APPSA di Fausto Stella, Via Andrea Doria 15, Palazzo Borsa, Turin. WTD 12/15/59. I.R.-392.

### 358 Service Industry Machines

House and office heating and air conditioning equipment. A. M. Pattons, Via F. Casoni 44, Genoa. I.R.-787.

Manufacturer of gas household appliances seeks additional compatible lines-air conditioning, etc. Propaganda Gas, Via S. Tomaso 24, Turin. WTD 6/60, I.R.-795.

One ton capacity air conditioners. SITEA, 27 Via Boldetti, Rome. NCIA. I.R.-22.

Air conditioning units for use in buses. FRATELLI LAZZI, Via Mercandate, Florence. WTD 4/7/54. I.R.-325.

Air conditioning equipment. ORINOCO S.r.l., Viale Majno, 3, Milan. WTD 12/15/61. I.R.-277.

Refrigerator units. Ferfrigor S.r.l., Via Brigata Liguria, 73 r, Genoa. I.R.-623.\*

Agency for industrial and home air conditioning equipment. Giuliano Gallichi, Via S. Giacomo 24, Naples. I.R.-544.

Agency for automatic coin operated vending machines. SALESMATIC S.A.S., Via F. Filzi, 2, Milan. I.R.-539.

Agency for snow making machinery. S.T.A.E. (Development of Tourism in Appenine Mountains), Piazza Galileo, 6, Bologna. I.R.-530.

Agency for air conditioning systems. Dr. L. Brafuca, Viale Beatrice D'Este 7, Milan. I.R.-84.

Seeks distributorship for air conditioning units. Dream S.P.A., 34 Via Barberini, Rome. NCIA. I.R.-11.

### 359 Miscellaneous Machinery, Except Electrical

Line of machines for assembling screws and rivets. Ball bearing assembly units also. Studio Internazionale per l'Automazione, Via Papaciano, Turin. NCIA. I.R.-590.

### 361 Electric Transmission and Distribution Equipment

Modular standard mounting racks for electrical panels. Societa Accomandita Semplice Di Griotto & Co. (Car), Via Fratelli Villani 11, Regina Margherita, Turin. I.R.-651.\*

Agency for pneumatic, electrical, and electronic instruments, as well as liquid flow measuring devices. MAZZUCOTELLI, Via Giuba, 17, Milan. I.R.-644.

Agency for electrical control panels and electric apparatus for industrial automation systems. Ditta Orsi Renato Impianti Elettrici Industriali, Via Maragliano 6/1, Genoa. I.R.-622.

Agency for encoders, servo motors, tele and tape printers, components for automatic controls, transducers, etc. Have production capacity to manu-

facture under license for U.S. firm. D.E.A. Digital Electronic Automation, Corso Unione Sovietica 28, Turin. NCIA. I.R.-229.

### 362 Electrical Industrial Apparatus

Automatic devices for machine tools. Minganti, Via Ferrarese 83, Bologna. WTD 7/62. I.R.-784.

Electromechanical apparatus, electrical welding equipment, etc. F.C.F.--Finanziaria Commissionaria Fiduciaria, Piazza Mignanelli, 3 Rome. NCIA. I.R.-848.\*

Electric interrupters, on-off timing and sequencing controls and contactors from 1 1/2-200 amps. Damiani Ciappi & C., Via A. Vannucci, 9, Florence. I.R.-65.

Welding supplies. ITRI, Franco Layolo, Via Palestro 2a, Milan. I.R.-70.

Importer with own service shop seeks additional electric motor electric welding equipment lines. Electrital S.R.L. Piazza Duca D'Aosta 8, Milan. WTD 6/61. I.R.-173.

Agent for electronic measuring equipment seeks compatible lines in aircraft industry. Europavia-Italia, S.P.A., 12 Via Paisiello, Rome. WTD 6/62. I.R.-161.\*

Electromechanical apparatus for railway application. Costruzioni Impianti Industriali Ing. Roberto Iezzi, 152 Via IV Novembre, Rome. NCIA. I.R.-7.

Industrial process control instruments--agency leading to licensing. Fantini & Cosmi, Via Mecenate 75, Milan. WTD 9/62. I.R.-684.

Automation equipment for industry. Guglielmino Ing. G. & Figli, Via Madama Cristina 108, Turin. I.R.-685.

Agency for specialized electronic apparatus and instruments for industrial automation. Datacontrol S.P.A., Via Bronzino, 13, Milan. I.R.-309.\*

Agency for electrical motors for use in washing machines and water pumps. Eraldo Biglino & Figli, Via Giovanni Costanzi, 1, Genoa. I.R.-621.

Electronic controls for gear cutting tools. SAMP UTENSILI, Via Triumvirato 13, Florence. I.R.-300.

Agency for electrical control equipment. Electron S.P.A., (Montecatini), Via Ariberto, 3, Milan. I.R.-349.

Electric motors 25 H.P. and up. Ing. Bonani Officina Elettromeccanica, Marinelli di San Pancrazio (Parma). I.R.-557.

Electric motors. Licet di Ing. U. Pedretti, Via Venaria 60/8, Turin. I.R.-399.\*

Automatic controls for industrial uses. T.A.I., Via Petrella, 21, Milan. I.R.-346.\*

### 363 Household Appliances

Agency for heating equipment for home and industrial use. Giuliano Gallichi, Via S. Giacomo 24, Naples. I.R.-544.

Agency for air conditioning equipment. Dott. Vittorio Gatta, Via Depretis 5, Naples. I.R.-543.

Home appliances--counter top gas, ranges, garbage disposal units. Dream S.P.A., 34 Via Barberini, Rome. NCIA, I.R.-11.

Vacuum cleaners, steam irons, related household appliances. Intercoms, 96 Via Marco Polo, Rome. NCIA, I.R.-19.

Washing machines, other household appliances such as coffee grinders, vacuum cleaners. Michelangelo Spanio, 85 Via Acherusio, Rome. NCIA., I.R.-5.

Household air conditioning units. PROPAGANDA GAS, Via San Tomasso 24, Turin. WTD 6/22/60. I.R.-576.

Exclusive agency for home air conditioning. I.M.E.C.A. Industria Maglierie e Confezioni Affini, Via Emilia Levante 142/144, Bologna. I.R.-331.

Discontinued models of refrigerators, washing machines, radios and appliances. MELCHIONI, Via Colletta, 39, Milan. I.R.-314.

### 365 Radio and Television Receiving Sets

Agency for radios, radiophonographs, television sets and transistorized organs. Mastrobuono Bros & Dr. S. A. Salzillo, Via Roma Raviscanina (Caserta). NCIA. I.R.-47.

### 366 Communication Equipment

Traffic signalling equipment. Eltem--Elettronica Telecomunicazioni Mediterranea S.P.A., 44 Via della Conciliazione, Rome. NCIA. I.R.-31.

Microwave flexible wave guides--preferably seamless agency. I P A--Industrial Products Agencies, 160 Via Flaminia, Rome. WTD 2/62. I.R.-165.

### 367 Electronic Components and Accessories

Electrical and mechanical components for automation in mechanical industries. Bassoli, Ing. Fernando, Via P. Mancini 21, Turin. I.R.-748.\*

Agency for electronic and electric equipment and components. Sodema s.r.l., 8 Corso Duca degli Abruzzi, Turin. I.R.-589.

Electronic components, measuring instruments for laboratory and scientific purposes. Eltem-Elettronica Telecomunicazioni Mediterranea S.P.A., 44 Via della Conciliazione, Rome. NCIA. I.R.-31.

Agency for electronic tubes and components. S.F.E.R.A., S.r.l., 72 Via Asmara, Rome WTD 8/59. I.R.-134.

Selling organization for domestic and imported electronic measuring and controlling instruments, high vacuum equipment, rectifiers, pressure, temperature, flow gauges seeks additional American lines. E.T.A., Piazzetta Guastalla 15, Milan. I.R.-130.\*

Silicon diodes and other components for the manufacture of rectifiers from 10-6000 amp capacity for car batteries, chargers, arc welding equipment; leading to possible licensing arrangement. Societa

Impianti Manutenzioni Elettriche SIME, VIA A. Miccinesi 6, Florence. WTD 11/59. I.R.-63.\*

Electronic components. Betron Industrie e Ricerche Elettroniche S.P.A., Via Montebello 21, Leghorn. I.R.-59.

### 369 Miscellaneous Electrical Machinery, Equipment, and Supplies

Microstats for hospitals, related instruments. Michelangelo Spanio, 85 Via Acherusio, Rome. NCIA. I.R.-5.

### 371 Motor Vehicles and Motor Vehicle Equipment

Automotive accessories. CIAT, Corso Sebastopoli 249, Turin. I.R.-564.

Oil seals and head gaskets. GALLINO, Via Torino 15, Regina Margherita (Turin). I.R.-319.

### 372 Aircraft and Parts

Aircraft parts and equipment. A. M. I. T. Apparecchi Macchine Impianti Tecnici, Via Tarchetti, 1 Milan. I.R.-377.

American aircraft spare parts and accessories. Consigliere Delegato Transair, C.so Matteotti--10, Milan. WTD 4/62. I.R.-121.

### 381 Engineering, Laboratory, and Scientific and Research Instruments and Associated Equipment

Audio-visual teaching equipment synchronized and sound slide projectors, educational color photographs, teaching machines, etc. Scala, Istituto Fotografico Editoriale, Via Ponte alle Mosse 138, Florence. I.R.-67.\*

Agency for complete line of scientific equipment for school laboratories. Forniture Scolastiche di E. Dolezal, Via V. Foppa, 59, Milan. I.R.-342.

Scientific instruments and equipment for industrial research laboratories, and schools. HENRY COE & CLERICI, Via M.A. Colonna, 12, Milan. I.R.-284.

Scientific instruments for petroleum and chemical companies. TUNINETTO, Via Michelangelo 4, Turin. I.R.-295.

Manufacturer of scales and automatic weighing equipment seeks U.S. line of analytical scales and balancing scales. The Autoscale (Berkel Italiana), Via dei Giardini, 7, Milan. I.R.-340.

Apparatus for chemical, biological and research laboratories. Laborchimica S.P.A., Viale Monza 14, Milan. NCIA. I.R.-629.

### 382 Instruments for Measuring, Controlling, and Indicating Physical Characteristics

Thermostats. Industrie Trentine Orlandi S.P.A., Piazza Bra, 28, Verona. NCIA. I.R.-386.



Agency for electrical control equipment. ELEC-TRON S.P.A., (Montecatini), Via Ariberto, 3, Milan. I.R.-349.

Agency for instrumentation and control equipment for use in chemical and petroleum plants. EUROTECNICA S.P.A., Via Fabio Filzi, 2; Milan. I.R.-324.

Agency for transducers used for industrial measurements and analog-digital converters. A.E.T. Applicazioni Elettro Telefoniche, Via G. Re 47, Turin. I.R.-571.

Humidity gauges, automatic temperature regulators. O.C.R.A.S., Corso Moncalieri 27B, Turin. I.R.-752.★

Temperature control instruments for gasoline pumps, meters, refineries and related items. Giuseppe Castellazzo Lungo Bisagus Isbuna 34 Genoa. WTD 6/62. I.R.-812.

Manufacturer of thermometers, pressure gauges seeks to represent similar lines. Nuova FIIMA Fabbrica Italiana Manometri Affini, Via C. Battisti, 45, Invorio (Novara) NCIA. I.R.-841.★

Temperature and pressure measuring instruments. Dott. Ing. Americo Volpe, Viale Gran Sasso 16, Milan. WTD 6/62. I.R.-78.

#### 384 Surgical, Medical, and Dental Instruments and Supplies

Manufacturer of absorbent cotton, bandages, hygienic gloves etc. seeks agency for related items to sell through his sales organization. Corman, Via Rezia 1, Milan. WTD 10/60. I.R.-96.★

Image amplifier tubes for X-ray use. Ing. BATTAGLIA-RANGONI, Via Savioli, 41, Bologna. I.R.-336.★

Electric equipment for dental use. Castellini, Via di Corticella 180, Bologna. I.R.-328.

#### 386 Photographic Equipment and Supplies

Large distributor of photo supplies seeks agency for American photographic supplies and equipment particularly for industrial, scientific and medical application. Also, portable cinema light. Ropola S.A.S., Via Gianone 8--Turin. I.R.-186.

#### 394 Toys, Amusement, Sporting and Athletic Goods

Agency for toys. "SARI" S.P.A., Corso Re Umberto 64, Turin. I.R.-294.

#### 396 Costume Jewelry, Costume Novelties, Buttons, and Miscellaneous Notions

Costume jewelry and gift items. Agency. VIT-TONE Guido, Via Marconi 15, Biella, Vercelli. I.R.-579.

#### 398 Miscellaneous Manufacturing Industries

Industrial filters. Costruzioni Meccaniche Dott. Ing. Alessandro Malisardi S.A.S., Via Pacini, 44, Milan. I.R.-337.

Packaging materials and supplies. NEGRI, Via Montecuccoli 6, Turin. I.R.-293.

Aluminum Christmas trees and ornaments. CA-NONICA Giancarlo, Via Pietro Micca 10, Turin. I.R.-317.

#### 508 Machinery, and Equipment, and Supplies

Printers supplies for photoengravers and lithographers. Ditta Riti Concezio, 35, Via dei delfini, Rome. NCIA. I.R.-32.

#### 509 Miscellaneous Wholesalers

Non-ferrous metals scrap. Inteco, Via Ormea 41, Turin. I.R.-751.

Agency for manmade fiber and cotton waste. A. Orlandi & C., Via Crocefisso, 6, Milan. I.R.-338.★

Agency for building materials, paints, varnishes, and sealers. GAMNA, Sandro. Via Lorenzo Martini 4, Turin. I.R.-398.

#### 593 Antique Stores and Secondhand Stores

Books, prints, paintings, lithographs, antiques, pertaining to Southern Italy. Ditta Casella--Bookseller--84, Piazza Municipio, Naples. I.R.-149.

Stained glass windows, tapestries, painting reproductions. Art Studio, Prof. Panigati, Via della Signora 5, Milan. I.R.-100.

#### 841 Museums and Art Galleries

Modern art works. L'ATTICO, Piazza di Spagna 20, Rome. NCIA. I.R.-604.

#### 891 Engineering and Architectural Services

Seeks steel company or industrial consultant firm to supply complete technical know how for a modern steel fabricating plant and foundry. Vernon E. Di Mars, Via Manzoni, 120/A, Naples. NCIA. I.R.-137.

### IMPORTS

#### 019 Miscellaneous Commercial Farms

Seeds and small garden plants. F.lli Franchi, Via S. Bernardino, 120 Bergamo. NCIA. I.R.-292.★

#### 195 Small Arms

Manufacturer of advanced model automatic 12 caliber rifle seeks U.S. agent. Societa' Germano Benzoni, Via G.B. Moroni, 98 Bergamo. I.R.-278.★

#### 203 Canning and Preserving Fruits, Vegetables, and Sea Foods

Canned tomato products, food specialties, possible joint venture. Montesanto, Via Romagnosi, 48 Piacenza. I.R.-560.

Meat specialties, ham, salami, sausage. Ital-salumi, Correggio (Reggio Emilia). I.R.-296.

Canned and fresh fruits. s.r.l. Ortofrutta Italiana, 14, Via Ugo Bassi, Bologna. I.R.-531.

## 204 Grain Mill Products

Formula for health foods, bread, made from grain. SALVE ALIMENTI, Via Riccardo Sineo 16, Turin. NCIA. I.R.-849.

## 208 Beverage Industries

Manufacturer of two new types of vermouth seeks U.S. agent. Aperitivi D'Italia, Via Nazionale 156 Cuneo. I.R.-566.★

Fruit syrups, almond milk. Ditta HERVINGH di Mario Carchedi, Vico Tofa, 21 Naples. I.R.-142.

Full line of Italian wines. Enotria, Cooperativa, Aprilia (Latina), I.R.-167.

## 211 Cigarettes

Will sell rights to new process chemical cigarette filter. Harry WHITEFIELD, Via Bidone 19, Turin. I.R.-850.★

## 221 Broad Woven Fabric Mills, Cotton

Cotton hankerchiefs. Apitexa S.P.A. Via Casati 31, Milan. NCIA. I.R.-127.

## 225 Knitting Mills

Manufacturer of knit bathing suits, knit dress wear seeks distributors for East Coast, West Coast and Florida markets. Donato Faini and Figli, Via Pergolesi, 15, Milan. I.R.-351.★

Pure wool full fashioned knit outerwear for women and children. Leon S. Sassoon, Via G. Rossetti, 7/4 Milan. I.R.-344.

Men, women, and children's sweaters of wool, cotton and synthetic fibers in medium price range. Maglificio Adrien, Seriate (Bergamo). I.R.-372.

High quality knit outerwear. Maglificio Amiens, Via Gervasi, 16 Piacenza. NCIA. I.R.-272.

Fine quality children's knit outerwear. Roby di E. Blenghi, Via Garibaldi, Carru, Cuneo. I.R.-580.

Manufacturer seeks U.S. distributor for men's, ladies', children's fine outerwear. Maglificio Alpino, Calcio (Bergamo). I.R.-369.

## 229 Miscellaneous Textile Goods

Linen napkins and table cloths. Dr. Nino Pavia, 24 Via Paola, Rome. NCIA. I.R.-28.

Cotton and linen handkerchiefs and coverlets. M.T.C. Manifattura Tessile Cotoniera, Via Nerino 5, Milan. I.R.-68.

Furniture fabrics, upholstering material. Fratelli Limonta, Costa Masnago (Como). I.R.-109.

## 230 Apparel and Other Finished Products Made From Fabrics and Similar Materials

Ready made clothes, coats, raincoats, sportswear, including ski apparel. CONFEZIONI PAUL-ATO, Gandino di Bergamo (Bergamo). I.R.-851.

## 233 Women's, Misses' and Juniors' Outerwear

Medium priced ready made ladies' coats, suits, dresses--distributor or wholesaler. Rosier, Piazzale Accursio, 20 Milan. I.R.-282.

Manufacturer of men's and ladies' shirts seeks U.S. shirtmaker to act as agent, eventually licensing arrangement. Busfac, Albisola Superiore (Savona). I.R.-627.

Quality line of maternity dresses. Europa Industria Confezioni S.P.A., Via Capogrosso, Latina, Rome. I.R.-247.

## 234 Women's, Misses', Children's, and Infants' Under Garments

Knit underwear (wool, cotton, synthetic fiber, and mixed) and synthetic fiber patented diaper. Maglierificio Santo Dasso & Figli, Via Valsugarra 5, Genova-Pontedecimo. I.R.-834.★

## 236 Girls', Children's, and Infants' Outerwear

Fine quality knit outerwear. ROBY di E. Blengini, Via Garibaldi, Garru (Cuneo). I.R.-800.

Quality children's clothing. Europa Industria Confezioni S.P.A., Via Capogrosso, Latina, Rome. I.R.-247.

## 238 Miscellaneous Apparel and Accessories

Cotton gloves, knit and woven to buyer's specifications. Quantificio V. Bonfanti, Via S. Calocero, 2, Milan. NCIA. I.R.-373.

Cotton and plastic raincoats for men, women and children. IN. CO. M. S.P.A., Via del Salsero 127, Montecatini. I.R.-66.

## 239 Miscellaneous Fabricated Textile Products

Sails for yachts--agent. Vele Mestron SRL, Via Voltri 2, Genoa. I.R.-789.

Cotton towels and table cloths. Flli Avanzini de Ger. S.P.A., Via Nino Bixio, 2 Busto Arsizio (Varese). I.R.-308.

## 243 Millwork, Veneer, Plywood, and Prefabricated Structural Wood Products

High grade plywood. Felca Fabbrica Emiliana Legnami Compensati Affini S.R.L., Poviglio (Reggio Emilia). I.R.-291.

## 251 Household Furniture

Furniture, antique and copies. Mrs. Floranio Bacigalupo, Corso Europa, 22, Milan. I.R.-645.



Interior decorator with line of furniture, lighting devices, decorator fabrics seeks U.S. agent for line. I.S.A., Ponte S. Pietro (Bergamo). I.R.-312.★

#### 253 Public Building and Related Furniture

Aluminum and steel tube chairs, seats, tables, etc. for hospital, school and institutional use. Ambrosio, S.P.A., Via Chambery 45/51, Turin. I.R.-586.

#### 277 Greeting Card Manufacturing

Greeting cards--agency. S.C.I.A. Stabilimento Cartotecnico Industrie Affini, Via Massenzio Masia, 3 Bologna. I.R.-326.

#### 279 Service Industries for the Printing Trade

Custom printing of postcards, books, etc., using customer's color transparencies; art work. Arti Grafiche Matelli, Via Spartaco, 34 Milan. I.R.-347.

#### 281 Industrial Inorganic and Organic Chemicals

Specialized chemicals for industrial, marine and building industries: sealers, grease removers, anti-slip, waterproof cement, protective coatings, etc. Inteco International Technical Company, Via Boscovich, 14 Milan. I.R.-285.★

#### 283 Drugs

Ethical drugs. Inverni & Della Beffa, Via Ripamonti, 99 Milan. WTD Jan. 1959. I.R.-320.

#### 287 Agricultural Chemicals

Pesticides, disinfectants, veterinary products for poultry, etc. Guglielmo Pearson S.r.l., Via Buranello 14, Genoa-Sampierdarena. I.R.-776.★

#### 307 Miscellaneous Plastics Products

Plastic pipe for irrigation, pressure piping, discharge. Tramati, Via Mantova 36, Turin. I.R.-585.★

Decorated plastic laminates for home furnishings. Steffenino Walter, Via Pinelli 1, Turin. WTD 6/61. I.R.-650.★

Corrosion resistant valves up to 3 inches of PVC and other plastics. T.I.L. S.P.A., Via della Castagna 20A, Genoa-Guarno. I.R.-672.

#### 314 Footwear, Except Rubber

High grade shoes. Vaccari Calzature, Villanova di Castenaso, Bologna. I.R.-334.

#### 314 Footwear

Manufacturer seeks American agent for ladies shoes and bags. Calzaturificio Mamar, Via Miano Agnano 219, Miano (Napoli) WTD Mar. 62, I.R.-144.

#### 322 Glass and Glassware, Pressed or Blown

Ceramics, ornamental glass--buying agent. Mrs. Floranio Bacigalupo, Corso Europa, 22 Milan. I.R.-645.

Decorative glassware, ceramics, giftware. Ente Nazionale per l'Artigianato e le Piccole Industrie, San Sebastiano, 15 Genoa. I.R.-668.★

#### 325 Structural Clay Products

Decorative hand made tile. Dott. Mario Scotto, Ce.vi, Via 25 Luglio, Cava dei Tirreni, Naples. I.R.-547.

Floor and wall tile--agency. Industria Ceramica Veggia, Veggia (Reggio Emilia). I.R.-301.

#### 325 Structural Clay Products

Hand decorated ceramic floor tile--stock or custom made. CE.VI, Via 25 Luglio, Cava dei Tirreni. NCIA. I.R.-43.

Handmade wall and floor tile. Ican, Industria Ceramica Artistiche Napoletane, Riviera di Chiaia, 127, Naples WTD Oct. 61, I.R.-150.

#### 326 Pottery and Related Products

Chinaware, plain and decorated. Ceramica Besio Corso Statuto, Mondovi, Cuneo. I.R.-396.★

#### 326 Pottery and Related Products

Ceramics, porcelain. La Pineta, Torre del Greco (Naples) I.R.-156.

Fancy ceramic liquor jugs; also vases, lamp-bases, etc. Ceramica Di Cunardo, Cunardo Varese. I.R.-107.

#### 328 Cut Stone and Stone Products

Marble tile and flooring. Societa' Valtesse S.r.l., Via XX Settembre, Bergamo. I.R.-368.

#### 329 Abrasive, Asbestos, and Miscellaneous Nonmetallic Mineral Products

Thermal insulation products, pipe covering, etc. Officine Gazzetta, Luino (Varese). I.R.-322.★

#### 332 Iron and Steel Foundries

Aluminum, bronze, zinc, lead castings, bushings, can be furnished in chrome plate. Officine Fonderie Cervati, Via Valle Canonica, 23, Brescia. I.R.-375.

Steel (forged) flanges 1/2"/16" diameter. Ball bearing races 1/2"/16" diameter. Bernardo Genisio, Via Roma 86, Pont Canavese. I.R.-395.

#### 336 Nonferrous Foundries

Steel molds for casting aluminum, magnesium and zinc. Fonderie Emiliane S.P.A., Via Cairoli, 11, Bologna. NCIA. I.R.-617.

343 Heating Apparatus (Except Electric) and Plumbing Fixtures

Home oil burners. Lamborghini, Pieve Dicienta, Bologna. NCIA. I.R.-619.

344 Fabricated Structural Metal Products

Aluminum die-castings. Samma, Via Chivasso, Cascine Vica, Rivoli, Turin. I.R.-573.

349 Miscellaneous Fabricated Metal Products

Manufacture of ball valves seeks U.S. agent. Grondona S.P.A., Via Isocorte 15, Genoa. WTD May 1962. I.R.-811.★

351 Engines and Turbines

Steam turbines, any pressure, any temperature. Agent. Cantieri del Tirreno, Via Cipro 11, Genoa. I.R.-666.

Air cooled one and two cylinder 7/25 H.P. diesel motors for pumps, small boats, etc. Also small generators. ORIA S.P.A., Via Emilia All' Angelo 33, Reggio Emilia. I.R.-234.

Gasoline engines, 3/9 H.P. and 7/40 H.P. diesel air-cooled engines for marine and agriculture use. Lombardini F. I. M., Viale Regina Elena, 18, Reggio Emilia. I.R.-330.★

352 Farm Machinery and Equipment

Fertilizer spreaders; distributor. Cenna & Co., S.P.A., Via Torino 19, Crescentino, Vercelli. I.R.-401.

Manufacture of wheat binders seeks U.S. distributor. Costruzioni B C S Motofalciatrici S.P.A., Viale Masini, 161, Abbiategrasso (Milan). I.R.-304.★

353 Construction, Mining, and Materials Handling Machinery and Equipment

Factory lift trucks, bins. Agency. COMMER, Via XX Settembre 69, Turin. I.R.-830.

Road sanding equipment, pulverizing machines. Cenna & Co., S.P.A., Via Torino 19, Crescentino, Vercelli. I.R.-401.

354 Metalworking Machinery and Equipment

Surface grinders. CAMUT, Via Antonelli 32, Regina Margherita, Turin. WTD May 1959. I.R.-750.★

Manufacture of drills, bits, taps, cutters, saws, seeks U.S. agent. Nuova Utensileria Traliana-Utensili Ansaldo, Via Merano 22, Genoa-Sestri. I.R.-769.

Manufacturer of 2 types of radial arm drills--(1) solid platform base, (2) on wheels with movable platform base--seeks U.S. distributor. DIMER-EREDI DIMER FORAPANI S.a.S., Via Asiago 49, Turin. I.R.-818.

Agent for quality cutlery. Coltellerie Riunite Di Caslino E. Maniago, Piazza S. Maria Delle Grazie 1, Milan. I.R.-638.★

Agent for electric hand tools. ODORICI--O.F.B., via Carraci 69, Bologna. NCIA. I.R.-608.★

Taps, dies, drills, metal cutting tools. Challier, ABIT Via Tallucchi 48, Turin. I.R.-591.

Radial arm drills--distributorship. Dimer-Eredi Dimer Forapani S.A.S., Via Asiago 49, Turin. I.R.-569.★

Automatic dividing and engraving milling machine. Meccanica Angelo Taboni, Via Bagni 9, Brescia. I.R.-365.★

Wire drawing machines, wire weaving looms, gears for industrial purposes. S.A.M.P. S.P.A. Meccanica di Precisione, Via della Zecca 1, Bologna. I.R.-333.★

Welding machinery and supplies. RIVOIRA S.P.A., Corso Belgio 107, Turin. I.R.-318.★

Metal cutting tools. SAVI, Via S. Maria Mazzarello 30/21, Turin. WTD April 1962. I.R.-315.

Boring machines--agency. Officine Gerutti, Piazza Castello 13, Milan. I.R.-313.★

Heavy machine tools. Agency. Conti Luigi, Malnate (Varese). I.R.-286.★

Grinding machines--agency. Zocca Gaetano, Piazza Diaz, 7-Milano-1 Via Paoli, 21--Camerlata (Como). NCIA. I.R.-279.★

355 Special Industry Machinery, Except Metalworking Machinery

Shoe making machinery. Sigma Costruzioni Meccaniche, Via S. Giovanni N. 119, Vigevano (Pavia). I.R.-636.

Machinery for manufacture of plastic leakproof caps. R. D. Diana & Co., S.P.A., Via Buranello, 85r, Genoa-Sampierdarena. I.R.-626.

Baking equipment. Antonello Orlandi S.P.A., Piazza Bra 28, Verona. I.R.-374.★

Wine and oil processing equipment. Gianazza, Legnano (Milan). I.R.-352.★

Agency for automatic packaging machinery. Wrapmatic, Via della Guardia, 7, Bologna. I.R.-335.★

Ice-cream making machinery. Piorvitalia, Via Marchesi de Taddei, 3 Milan. I.R.-310.★

Tire repairing machinery. Corgi (Erminio) Elettromeccanica, Correggio Emilia (Reggio Emilia). I.R.-299.★

Agent for candy making machinery. Preci Giovanni Officina Meccanica, Via D. Bianchini, 26, Bologna. I.R.-297.★

Agent for line of terrazzo tile making machinery. Costruzioni Meccaniche Chiesa, Via Tortona, 32, Milan. I.R.-270.★

Tire making machinery. Laudisa, Via Pasubio, 5, Parma. I.R.-271.★

Textile dyeing machines--wool, synthetics. Agent. GHIACHINO G.G., Coggiola, Vercelli. I.R.-655.★



Drilling and bending machines for plastic sheet. Antonio Guerra (Drag Import), Piazza Colombo 1/12, Genoa. I.R.-777.★

Knitting and weaving machinery--agent. OFFICINE SAVIO & FIGLI, Via Udine, Pordenone (Udine). NCIA. I.R.-778.★

Forming presses and brakes: Size #2 milling machines; paper making machinery and ladles and crucibles for handling molten steel. Verrina S.P.A., Via Prie 76, Genoa--Voltri. I.R.-647.★

Automatic and semi-automatic hydraulic copy turning and profiling lathes--agency. SICME, Piazza Martelli 7/8, Milan. NCIA. I.R.-648.★

Marble and stone cutting, sawing, polishing and cleaning machinery. Also Tire Recapping machinery. Officine "Alpe" Rovereto, Rovereto. NCIA. I.R.-772.★

Machinery for making asbestos pipe--30" max in 10/15 ft. lengths. Also would sell finished pipe. OMPSA, Via de Bissone 1C, Genoa--Sestri. I.R.-774.★

Automatic transfer machines for manufacturers of 1/12 HP electric motors, and similar electro/mechanical equipment. OEB Officine Ettore Buralli S.R.L., Via Rosolino Pilo, 10-12, Florence. I.R.-49.

Manufacturer of engraving, duplicating, copying and milling machines seeks U.S. distributor. Meccaniche Arrigo Pecchioli, Via Scandicci 221, Florence. I.R.-62.★

Vacuum thermo forming machines for plastics, fully automatic, semi-automatic or manually operated. Vacuum Thermoforming, Via Stephenson 135, Milan. I.R.-774.★

### 356 General Industrial Machinery and Equipment

Steel flanges, ball bearings, and forged parts. Bernardo Genisio, Via Roma 86, Pont Canavese. I.R.-605.

Ball and roller bearing and transfer machines. Agent. CIMAT, Corso Trapani 95, Turin. I.R.-649.★

### 358 Service Industry Machines

Machinery for polishing and cleaning floors. Casani Carlo & Co. S.P.A., Besozzo (Varese). NCIA. I.R.-383.

Agents for coin-operated drycleaning machinery in California and Southern U.S. Fratelli Donini, Via Croce Coperta, 6 Bologna. NCIA. I.R.-615.★

### 358 Service Industry Machines

Refrigerated bins for retail stores for fruit, dairy products, etc. Pontiac Refrigerating Co., Via Pontina, Km. 42,800, Aprilia (Latina) NCIA. I.R.-21.

### 361 Electric Transmission and Distribution Equipment

Manufacturer of electronic measuring and testing equipment seeks American manufacturer to sell Italian line in conjunction with U.S. line, leading possibly to joint venture. Lael, Via Pantelleria, 4, Milan. I.R.-223.

### 362 Electrical Industrial Apparatus

Electrical products including generators, condensers, transformers and pumps. A. Pellizzari & Figli S.P.A., Via di Marchi, 2, Arzignano (Venice). I.R.-354.★

### 363 Household Appliances

Electric shoe polishing machine for home use. Fratelli Griner, Via Zanella, 41, Milan. I.R.-630.

Household electrical appliances. Industrie Trentine Orlandi S.P.A., Piazza Bra, 28, Verona. NCIA. I.R.-386.

### 365 Radio and Television Receiving Sets, Except Communication Types

Radio and TV sets. F.I.M.I. Phonola, Via Montenapoleone, 10, Milan. WTD Jan. 7, 1959. I.R.-306.★

### 369 Miscellaneous Electrical Machinery, Equipment, and Supplies

Ignition coils. Ribam, S. Lazzero di Savena (Bologna). NCIA. I.R.-607.

Buying agency for Christmas lighting decorations. Mrs. Florania Bacigalupo, Corso Europa, 22, Milan. I.R.-645.

Horns. Elettromeccanica "GS" Di Ganna & Sangiorgi, Via Garibaldi, 175, Casalechio Di Reno (Bologna). NCIA. I.R.-611.

Agency for high quality gear boxes. Guido Tagliabue S.P.A., Via Alghero, 18, Milan. I.R.-321.★

Oil seals and head gaskets. Gallino, Via Torino 15, Regina Margherita (Turin). I.R.-319.

Automobile testing equipment. Officine Elettromeccaniche Copparesi "M.Z.", Copparo (Ferrara). I.R.-529.

### 373 Ship and Boat Building and Repairing

Wooden, plastic, aluminum pleasure boats. Agent. Vele Mestron SRL, Via Voltri 2, Genoa. I.R.-789.

### 381 Engineering, Laboratory, and Scientific and Research Instruments and Associated Equipment

Scales and automatic measuring devices for granulated products. The Autoscale (Berkel Italiana), Via dei Giardini, 7, Milan. I.R.-340.

Agent for scientific apparatus. Vaschetti & Grosso, Via Cavour 46, Turin. WTD 9/21/60. I.R.-393.★

Industrial and sanitary research machinery--autoclaves, stoves, thermostats, distillery apparatus, etc. O.C.R.A.S., Corso Moncalieri 27B, Turin. I.R.-752.

Plastics testing equipment, constant temperature baths--agent, eventually license. Vaschetti & Grosso, Via Cavour 46, Turin. NCIA. I.R.-700.

Thirty-five millimeter slides, filmstrips, with or without recording of European scenes covering subjects of educational and advertising nature. Custom subjects available. Scale, Istituto Fotografico Editoriale, Via Ponte alle Mosse 138, Florence. I.R.-67.★

### 382 Instruments for Measuring, Controlling, and Indicating Physical Characteristics

Agent for inexpensive gas detector. F. Bartolomucci, Via Matteotti, 1, S. Donato Milanese (Milan). I.R.-561.

Agent for new type calorimeter. Ing. Cherubino Vandini, Via Vallescura 17, Bologna. I.R.-535.

Agent for line of specialized electromagnetic test equipment. Industria Elettromeccanica Giraudi, Cisano Bergamasco (Bergamo). I.R.-276.★

### 384 Surgical, Medical, and Dental Instruments and Supplies

Industrial gloves. Ilga, 76, Via Isonzo, Ancona. NCIA. I.R.-36.

Dental equipment. Piorvitalia, Via Marchesi de Taddei, 3, Milan. I.R.-310.★

### 391 Jewelry, Silverware, and Plated Ware

Gold watch cases. Orotecnica, Via Albiroli, 16, Bologna. NCIA. I.R.-550.

### 394 Toys, Amusement, Sporting and Athletic Goods

Electric toy trains. Casadio Scambi e Binari in "HO", Via Jacopo di Paolo 43, Bologna. I.R.-534.★

Agency for ski slope foundation material. Dott. Pietro Acquaderni, Strada Maggiore, 94, Bologna. I.R.-525.★

### 396 Costume Jewelry, Costume Novelties, Buttons, and Miscellaneous Notions

Jewelry, cameos. La Pineta, Torre del Greco (Naples) I.R.-156.

### 398 Miscellaneous Manufacturing Industries

Medals, statues, necklaces. Argentarie Del Canavese, Loranze, Ivrea. I.R.-397.

### 731 Advertising

Exporter-importer index seeks advertisers. Pozzo Salviati Gros Monti S.P.A., Via Santa Teresa 3, Turin. I.R.-596.

Advertising firms to represent U.S. concerns in sales promotion. Rassegna Del Commercio Estero--Enicomest, Via F. Filzi, 2, Milan. I.R.-339.★

### 739 Business Services, Not Elsewhere Classified

Research work in fields of magneto-hydrodynamics, nuclear reactor calculations, applied physics. A.R.S. Applicazioni Ricerche Scientifiche, Via Saldini, 18, Milan. I.R.-631.★

Patents or patent information in Italy or Switzerland. Ing. A. Racheli & Co., Viale S. Michele Del Carso 4, Milan. I.R.-281.

Public relations. International Public Relations Service, Via chelini 33, Rome. I.R.-842.★

Inspection and testing of machine tools. STANIMUC, Via V. Vele 17, Turin. I.R.-732.

Market research, surveys, business consultation. The Economist Intelligence Unit Ltd.--U.S.A.F., Via Manzoni 12, Milan. I.R.-120.★

Advertising and market research. J. Walter Thompson S.r.l., Via Nomentana 299, Rome. I.R.-9.

### 841 Museums and Art Galleries

Oil paintings. Centaurus Film, 42 Via Sabazio, Rome. NCIA. I.R.-12.

Oil paintings. Castelli Sirio, Via dei Lombardi, 4, Massa Lombarda (Ravenna). I.R.-552.

Art Works. L'Attico, Piazza di Spagna 20, Rome. NCIA. I.R.-604.★

### 891 Engineering and Architectural Services

Architectural services for housing developments. Dott. Luigi Orestano, 27 Via Giacinta Pezzana, Rome. NCIA. I.R.-14.

Business consultant, specialized in Southern Italy. International Public Relations, 18 Via Ofanto, Rome. NCIA. I.R.-24.



## INVESTMENT OPPORTUNITIES

### 151 General Building Contractors

Building contractor experienced in constructing shell homes sought as partner to build such homes in Italy. Prof. Vittorio Ascione & Avv. Castellani, Via dei Fiorentini 21, Naples. I.R.-542.

### 203 Canning and Preserving Foods

Canner of tomatoes, peas, green beans, and fruits seeks similar U.S. firm to enter into a joint venture to expand production in Italy. S.A. Esperia, Massalombarda (Ravenna). I.R.-532.

Company engaged in the processing and canning of fruit juices and jams is interested in a joint venture to expand operation. FRAMBO, Via Ugo Bassi, 15 Bologna. I.R.-210.

Vegetable cannery seeks joint venture with U.S. firm to engage in producing frozen foods. Conserve Alimentari Pantano, 8 Via Della Selva, Bologna. I.R.-245.

### 207 Confectionery and Related Products

Manufacturer of fruit candies seeks joint venture partner to process cherries and nuts to be used in making candies. Giuso Guido P. P. Azioni, Acqui Terme, Alessandria. I.R.-568.

### 208 Beverage Industries

License sought for the production of soft drinks. Fiory Pietro, Via Massena 44, Turin. I.R.-745.

### 221 Broad Woven Fabrics

Tablecloth manufacturer seeks license from spinning and weaving firm to expand products line. Cottonificio Poss, Via S. Andrea, 2, Milano. I.R.-225.

### 228-282, Yarn Mills and Plastics Materials

Manufacturer of plastic yarns and laminates seeks license for the production of metallized plastic yarns, and pressure sensitive tapes. Seal Pruf Italiana, Via Milleponti 19, Turin. I.R.-707.

### 264 Converted Papers

Producer of corrugated paper and cardboard seeks joint venture with U.S. firm in similar business. Demalena, Via M. Gioia, 41, Milan. I.R.-249.

### 275 Commercial Printing

Printing and binding firm, a producer of calendars, and art publishing, seeks a joint venture with publishing or printing firms. Istituto Italiano D-Arti Grafiche, Bergamo. I.R.-196.

### 281 Industrial Chemicals

Manufacturer of mannite, mannitol and lactic acid seeks license to make sorbitol and mannitol. Firm will also consider joint venture. Fratelli Dufour S.p.A., Via Borzoli 11, Genoa-Vorzoli. I.R.-833.

### 283 Drugs

Manufacturer of medicinal and pharmaceutical products wants license to make U.S. drug and pharmaceutical items. Societa' Zama S.P.A., Via Nazionale Appia, 74, Casagiove (Caserta). I.R.-158.

License to produce pharmaceutical products sought by manufacturer of medicinal specialties. Istituto "Serafino Belfanti," Via Darwin, 20, Milan. I.R.-216.

Pharmaceutical firm seeks license for the production of glycine, papaverine, lysine, and histidine. Istituto Farmacologico Lombardo, Via Cosenza, 5 Milan. I.R.-231.

Laboratory engaged in organic synthesis and producing basic raw materials used in drugs desires cross-licensing arrangement with similar U.S. firm. Istituto Franco Tosi, Via L. De Breme, 26, Milan. I.R.-92.

Pharmaceutical manufacturer seeks license to produce veterinary products and feed additives. Yatros Farmaceutica, Via San Ottavo 54, Turin. I.R.-734.

Producer of pharmaceuticals seeks joint venture with U.S. firm in similar line of business. G. B. Panzera, Via F. Ferruccio 22, Milan. I.R.-90.

### 284 Cosmetics

Cosmetics manufacturer wants to have its products produced in the U.S. and offer license or joint venture arrangement to American firm. ARLEM, Via Cosseria 9, Turin. I.R.-205.

### 284, 287 Cleaning Preparations, Insecticides

Manufacturer of household cleaners and insecticides seeks joint venture to expand its operations. Razzo S.p.A., Via Stalingrado 9, Bologna. I.R.-240.

## 285 Paints

Paint manufacturer seeks joint venture or licensing arrangement to produce U.S. industrial, marine, and house paints. Brava S.p.A., Via M. Duranzo 1/7, Genoa. I.R.-667.

Manufacturer of all types of paints seeks license to produce illuminated paints. Colorificio Sanmarinese, Repubblica di S. Marino I.R.-613.

## 295 Roofing Materials

Chemical firm seeks license to manufacture roof-coatings. Aldbo, Strada Pantassi 7, San Ambrogio, Turin. I.R.-688.

## 306 Fabricated Rubber Products

Manufacturer of soft rubber products seeks cross-licensing agreement with similar U.S. firm. A.G.E.S., Via Andorno 40, Turin. I.R.-594.

Manufacturer of high pressure hose seeks licensing agreement with similar U.S. firm. GUSI Fabbrica Articoli Gomma, Via Asiago, 45, Milan. I.R.-220.

## 307 Plastics Products

Plastic manufacturer seeks U.S. firm to manufacture its special type U.S. patented plastic bottle cap under license. Gianco Officina Meccanica, Correggio Emilia (Florence). I.R.-208.

## 325 Structural Clay Products

Manufacturer of reinforced concrete prefabricated tubes, pipes, and other items seeks cross-licensing arrangement with similar U.S. manufacturer. Volte Sottili S.p.A., Via Larga 19, Milan. I.R.-233.

## 331 Steel Works

Manufacturer of high speed and stainless steel with electric forging and melting facilities seeks steel making license from U.S. firm in same business. Officine Metallurgiche di Pont ST. Martin S.p.A., Via Alberto Mario 6, Milan. I.R.-131.

## 332 Foundries

Manufacturer of molds for casting steel wants to license U.S. firms to use its patented molds which offer long life due to special construction, Laboratorio Chimico Orci, Via A. da Rosciate, 28, Bergamo. I.R.-260.

Manufacturer of large construction machinery seeks technical assistance from a steel company to build and operate a new steel foundry. Loro & Parisini S.p.A., Via Sabona 129, Milan. I.R.-82.

## 341 Metal Cans

License from firm having experience in modern metal can making processes sought by manu-

facture of tin cans to expand production. Fratelli Pagani, Via Belfiore, 46 Lecco (Como). I.R.-258.

## 342 General Hardware

Manufacturer of davits and pulleys for rescue craft (boat, ships) wants to make similar U.S. equipment. Officine Gennaro, Genova Risarolo, P.O. Box 100, Genoa. I.R.-680.

Manufacturer of safety devices including locks for automobiles seeks U.S. firm to produce its locks under a licensing agreement. Francesco Perino S.p.A., Via Gallino 55, Genova-Pontedecimo. I.R.-835.

## 343 Plumbing Fixtures

Manufacturer offers a license for the production of its flexible copper alloy tubing for water connections in bathrooms. It seeks licenses for production of thermostatic or membrane flow controls. Tubiflex, Via Monteponi 26, Turin. I.R.-567.

## 351 Engines

Electric motor manufacturer seeks license to produce axial air gap motors of fractional horsepower having 1450 and 2800 rpm. Valentini Elettromeccanica, Via G. Ferraris, 15, Gallarate (Varese). I.R.-218.

Manufacturer of small diesel air-cooled motors wants to license U.S. firms to make its motors. They are from 7 to 25 H.P. and have one vertical cylinder. ORIA S.p.A., Via Emilia All' Angelo 33, Reggio, Emilia. I.R.-234.

## 353 Construction and Materials Handling Equipment

Manufacturer of food handling machinery, motors, rolls for steel mills and gear boxes seeks license to make a mobile hydraulic lift with a capacity up to 6 or 7 tons. Mabo S.N.C., Via L. Villa, 7-11, Fiorenzuola D'Arda (Piacenza). I.R.-635.

Manufacturer offers license on automatic brake for use on large cranes, hoists, and other industrial equipment. Chiolerio, Corso Stati Uniti 35, Turin. I.R.-570.

Manufacturer of lift and platform trucks wants joint venture or license arrangement with U.S. firm in similar business. Costruzioni Meccaniche, Via Voli 11, Turin. I.R.-206.

Manufacturer of railway cars and electric and diesel locomotives seeks license to produce continuous conveyors for coal, minerals, and other materials. Reggio Emilia. I.R.-242.

Firm engaged in making vibrators for general industrial use seeks cross-licensing agreement with U.S. firm in similar business. Venanzetti Bibrazioni S.p.A., Via Lazzaretto, 3, Milan. I.R.-197.



Construction machinery manufacturer seeks license to make similar U.S. machinery. I.C.O.M., Via Compegna 19, Naples. I.R.-159.

A designer of a fully automatic parking garage with one system now in operation wants to license the production of its garages in the U.S. Dott. Ing. Nanussi & Dott. Ing. Ferrario, Casella Postale 1047, Genoa. I.R.-743.

License is sought for the production of automatic material handling equipment for use in steel plants; especially, ore preparation, weighing, and classification equipment for sinter plants. Officine Meccaniche di Savona, Piazza della Vittoria 10, Genoa. I.R.-652.

#### 354 Metalworking Machinery and Equipment

Producer of flame hardening and cutting torches, and other welding equipment seeks license to make similar U.S. equipment. Saldotecnica di Primo Verna, Via Bombrini 34 R, Genoa Sampierdarena. I.R.-711.

Miscellaneous industrial equipment manufacturer seeks license to produce mechanical and hydraulic presses of medium tonnage. C.R.F. S.p.A., Via delle Orsole, 4 bis, Milan. I.R.-248.

Manufacturer of presses and shears seeks a joint venture with firm in similar business. Officine Romildo Mariani, Via Milano, 23, Seregno. I.R.-195.

Manufacturer of wire drawing, nail making, and cable producing machines seeks license to make similar U.S. machinery. Mater Ferri S.A., Watt 37, Milan. I.R.-114.

Manufacturer of machine tools for shipyards, and automobile, motorcycle, and tractor production seeks a joint venture partner for the production of its tools in the U.S. Officine Meccaniche & Fonderie Napoletane, Via B. Brin, 69, Naples. I.R.-163.

Manufacturer of steel castings seeks joint venture to engage in making machine tools using castings from its foundry. Ceretti Iganzio, Corso Duca degli Abruzzi 21, Turin. I.R.-228.

#### 355 Special Industrial Machinery

Packaging machinery manufacturer wants to build U.S. type machinery under license. International Technical Co., Via Boscovich, 14, Milan. I.R.-285.

Manufacturer of equipment for chemical plants seeks license to make similar U.S. machinery. Comtea, Carate Brianza. I.R.-217.

Bakery equipment manufacturer wants license to produce highly automated machinery. Ing. Polin, Via Dell' Industria, 3 Verona. I.R.-269.

Manufacturer of machinery for chemical and drug industries wants joint venture with U.S. firm in same business. Dott. Aldo Augusto Bonapace, Via Conova 6, Milan. I.R.-170.

Manufacturer of stainless steel equipment for the pharmaceutical industry seeks cross-licensing

agreement for the production of stainless steel mixing, sterilizing and other equipment. Olsa S.p.A., Via Lovanio 6, Milan. I.R.-194.

#### 356 General Industrial Equipment

Hydraulic press and air compressor manufacturer seeks license to make air compressors over 500 c.f.m., large mechanical presses, and very special types of electric motors. Societe Emanuel, Via Tommaso Grossi, 18, Turin. I.R.-749.

#### 356 General Industrial Machinery

Manufacturer seeks U.S. firm to produce its electric furnaces under license. Metalsider & Acciaierie Solbiate Arno, Via A. Mario 6, Milan. I.R.-128.

Manufacturer of pest control machinery seeks joint venture with firm in same or similar business. La Chimica Industriale, Via G. Cagliari. 4 Milan. I.R.-232.

#### 361 Electric Transmission Equipment

Control panel manufacturer seeks license to make electric panels and relays. Orlandi, Via Centrotrecento, 19 Bologna. I.R.-562.

Firm in the field of thermoelectricity seeks cross-licensing agreement with small U.S. company engaged in research in thermoelectricity for thermal conversions. Semel S.p.A., Via Barozzi, 3 Milan. I.R.-221.

#### 363 Household Appliances

Manufacturer of electric meatmincers, band bone-saws, bread and cheese graters, coffee grinders, small ovens and toasters wants U.S. firm to manufacture its products under license. C O S M O S, Via Serena, 1 Bologna. I.R.-211.

Home appliances manufacturer seeks joint venture or licensing arrangement to make U.S. appliances. Ambra Societe per Azioni, Via Foligno 88, Turin. I.R.-587.

#### 366 Communication Equipment

Manufacturer of telephone equipment, switchboards, and intercommunication systems seeks cross-licensing agreement with U.S. communication equipment firm. Urmet, Via Sagra S. Michele 55, Turin. I.R.-203.

#### 367 Electric Components

Manufacturer of TV and other electronic components seeks license for the production of general purposes and special relays. Societa per l'Industria Elettrotecnica S.p.A., Via Dei Della Robbia, 76 Florence. I.R.-64.

#### 372 Aircraft and Parts

Aircraft components manufacturer seeks licensing agreements with U.S. aircraft, aircraft

components manufacturers. Euromac, Pente S. Pertro. I.R.-259.

### 373 Ship and Boat Building

Manufacturer of fiberglass pleasure boats wants joint venture with U.S. manufacturer of small fiberglass boats. American Boats Co., Corso Chieti 19, Turin, I.R.-595.

### 382 Measuring Instruments

Automobile testing equipment manufacturer desires cross-licensing arrangement with firm in same line of business. Officine Elettromeccaniche Copparesi "M.Z.," Copparo (Ferrara). I.R.-529.

### 382 Control Instruments

Manufacturer of scientific apparatus seeks cross-licensing arrangement to produce test equipment for plastics, rubber, and other materials.

Vaschetti & Grosso Via Cavour 46, Turin. I.R.-700.

Cross-licensing agreement for producing automatic telephone and electric cables for testing equipment sought by manufacturer of similar equipment. Trucco F., Via S. Santarosa. I.R.-710.

### 384 Medical Supplies

Manufacturer of chemical products seeks license or joint venture for the production of adhesive tapes. ICIR, Strada Antica di Collegne 225, Turin. I.R.-227.

### 399 Miscellaneous Manufacturing

Manufacturer of light weight, flame proof thermal and acoustical material made from rice husks offers license or joint venture arrangements for U.S. production. Giuseppe Bonaldi, Zogno (Bergamo) I.R.-261.

42368--U.S. Dept. of Comm--DC--1963







# growing



**Department  
of Commerce  
Washington 25**

will be a pleasure  
for the U.S. busi-  
nessman who  
looks ahead to  
the world mar-  
kets of tomorrow  
through trade  
missions trade  
centers and  
trade fairs